



SSI & CSI

Diciembre, 2014



GDV IMPORTS



DICIEMBRE - 2014

KPI'S SSI & CSI

Quejas

Quejas	Iniciales	Nuevas	Cerradas	Pendientes
Quejas Jaguar	0	0	0	0
Quejas Land Rover	0	0	0	0
Total	0	0	0	0

Registros del mes

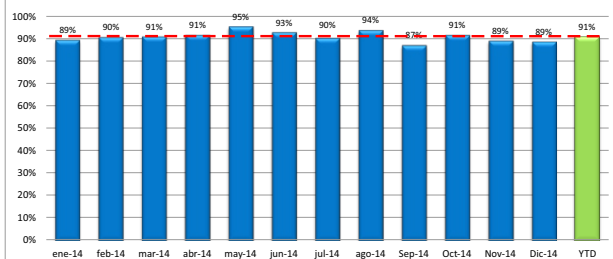
Ventas

	Total Registros	Total Encuestados	Porcentaje
			%
JAGUAR LAND ROVER GUADALAJARA	6	2	33%
JAGUAR LAND ROVER LEÓN	7	2	29%
JAGUAR LAND ROVER MASARYK	7	4	57%
JAGUAR LAND ROVER MONTERREY	8	3	38%
JAGUAR LAND ROVER PEDREGAL	5	0	0%
JAGUAR LAND ROVER MÉRIDA	0	0	0%
JAGUAR LAND ROVER INTERLOMAS	5	2	40%
JAGUAR LAND ROVER PUEBLA	2	1	50%
JAGUAR LAND ROVER CULIACÁN	2	0	0%
	42	14	33%

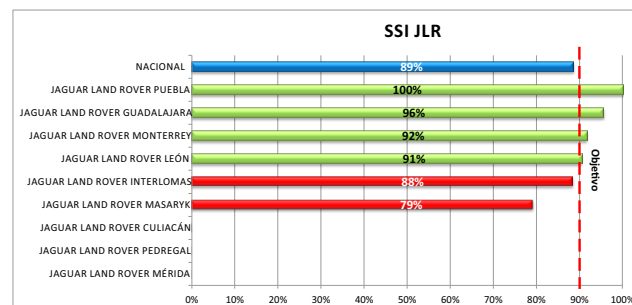
Servicio

	Total Registro	Total Encuestados	Porcentaje
			%
JAGUAR LAND ROVER GUADALAJARA	78	29	37%
JAGUAR LAND ROVER LEÓN	14	2	14%
JAGUAR LAND ROVER CEDROS	40	15	38%
JAGUAR LAND ROVER MASARYK (VALLE)	25	11	44%
JAGUAR LAND ROVER MONTERREY	60	19	32%
JAGUAR LAND ROVER PEDREGAL	33	13	39%
JAGUAR LAND ROVER MÉRIDA	41	14	34%
JAGUAR LAND ROVER PUEBLA	16	7	44%
JAGUAR LAND ROVER CULIACÁN	15	6	40%
JAGUAR LAND ROVER INTERLOMAS	5	2	40%
	327	118	36%

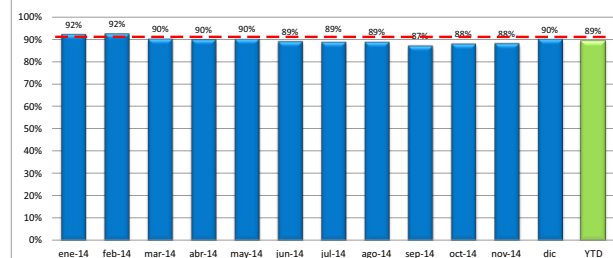
SSI Nacional



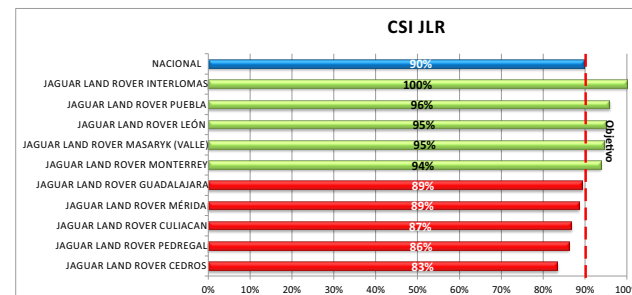
SSI JLR



CSI Nacional



CSI JLR





DICIEMBRE - 2014

National Summary SSI

NATIONAL	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	National Average YTD
SSI JLR	89%	82 / 44	90%	97 / 44	91%	54 / 24	91%	58 / 28	95%	49 / 21	93%	49 / 23	90%	55 / 20	94%	51 / 26	87%	63 / 21	91%	78 / 31	89%	77 / 29	89%	42 / 14	755	325	91%

PEDREGAL	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	PEDREGAL Average YTD
SSI JLR	95%	11 / 6	99%	6 / 4	86%	10 / 6	91%	8 / 6	97%	8 / 4	98%	7 / 4	100%	8 / 3	96%	2 / 2	61%	3 / 2	100%	8 / 2	97%	8 / 3	0%	5 / 0	84	42	93%

MASARYK	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	MASARYK Average YTD
SSI JLR	86%	6 / 4	86%	31 / 7	91%	10 / 3	96%	18 / 8	100%	5 / 2	97%	10 / 3	82%	16 / 7	94%	15 / 9	91%	14 / 3	88%	11 / 3	84%	23 / 13	79%	7 / 4	166	66	90%

GUADALAJARA	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	GUADALAJARA Average YTD
SSI JLR	93%	15 / 9	90%	12 / 5	92%	6 / 2	100%	7 / 1	93%	5 / 2	95%	5 / 2	96%	7 / 3	94%	7 / 4	89%	10 / 2	91%	11 / 6	92%	7 / 2	96%	6 / 2	98	40	93%

LEON	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	LEON Average YTD
SSI JLR	95%	9 / 5	98%	3 / 3	94%	13 / 4	100%	3 / 1	88%	3 / 2	93%	5 / 2	0%	0 / 0	95%	8 / 3	100%	4 / 1	93%	8 / 3	88%	5 / 2	91%	7 / 2	64	26	93%

MONTERREY	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	MONTERREY Average YTD
SSI JLR	98%	2 / 1	93%	8 / 6	100%	1 / 1	92%	5 / 4	94%	11 / 7	91%	8 / 4	90%	7 / 4	100%	6 / 2	90%	10 / 2	96%	13 / 5	100%	7 / 1	92%	8 / 3	86	40	95%

MÉRIDA	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	MÉRIDA Average YTD
SSI JLR	80%	16 / 7	88%	8 / 4	83%	5 / 1	85%	4 / 3	0%	3 / 0	86%	6 / 3	100%	5 / 2	79%	1 / 1	78%	7 / 4	89%	2 / 1	87%	8 / 2	0%	0 / 0	65	28	86%

INTERLOMAS	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	INTERLOMAS Average YTD
SSI JLR	92%	14 / 8	92%	20 / 9	92%	5 / 4	81%	10 / 3	100%	8 / 2	89%	6 / 4	84%	8 / 1	92%	6 / 4	94%	10 / 4	93%	13 / 7	96%	12 / 5	88%	5 / 2	117	53	91%

PUEBLA	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	PUEBLA Average YTD
SSI JLR	83%	9 / 4	88%	7 / 5	97%	2 / 2	94%	3 / 2	90%	2 / 1	100%	2 / 1	0%	2 / 0	0%	3 / 0	98%	5 / 3	100%	4 / 1	89%	5 / 1	100%	2 / 1	46	21	94%

CULIACÁN	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	CULIACÁN Average YTD
SSI JLR	0%	0 / 0	85%	2 / 1	100%	2 / 1	0%	0 / 0	100%	4 / 1	0%	0 / 0	0%	2 / 0	89%	3 / 1	0%	0 / 0	76%	8 / 3	0%	2 / 0	0%	2 / 0	25	7	90%

Front Face

Bussines S.A. de C.V.



DICIEMBRE - 2014

National Summary CSI

NATIONAL	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	National Average YTD
CSI JLR	92%	281 / 124	92%	303 / 99	90%	304 / 103	90%	304 / 103	90%	323 / 129	89%	320 / 176	89%	387 / 158	89%	376 / 154	87%	415 / 167	88%	424 / 176	88%	315 / 130	90%	327 / 118	4079	1637	89%
PEDREGAL	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	PEDREGAL Average YTD
CSI JLR	94%	21 / 11	92%	52 / 17	86%	43 / 14	89%	76 / 26	90%	79 / 33	90%	73 / 48	90%	79 / 32	88%	79 / 32	91%	85 / 34	86%	84 / 36	92%	35 / 19	86%	33 / 13	739	315	90%
CEDROS	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	CEDROS Average YTD
CSI JLR	98%	36 / 16	92%	57 / 19	94%	45 / 14	91%	27 / 9	91%	50 / 19	94%	25 / 14	87%	41 / 17	78%	58 / 23	81%	67 / 27	85%	67 / 28	97%	52 / 21	83%	40 / 15	565	222	89%
MASARYK	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	MASARYK Average YTD
CSI JLR	92%	39 / 14	95%	23 / 8	91%	13 / 4	89%	46 / 15	74%	15 / 6	80%	16 / 8	88%	23 / 10	92%	18 / 8	83%	18 / 6	93%	22 / 9	88%	24 / 10	95%	25 / 11	286	114	89%
GUADALAJARA	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	GUADALAJARA Average YTD
CSI JLR	88%	89 / 39	94%	100 / 30	93%	80 / 26	90%	45 / 15	91%	58 / 22	85%	74 / 31	84%	77 / 30	90%	83 / 34	84%	104 / 42	88%	101 / 46	87%	74 / 29	89%	78 / 29	963	373	89%
LEON	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	LEON Average YTD
CSI JLR	95%	20 / 8	93%	10 / 4	84%	38 / 12	96%	21 / 7	96%	33 / 14	91%	28 / 18	88%	34 / 14	91%	25 / 10	92%	34 / 14	92%	34 / 13	66%	25 / 9	95%	14 / 2	316	125	90%
MONTERREY	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	MONTERREY Average YTD
CSI JLR	93%	37 / 19	89%	27 / 9	91%	49 / 18	94%	30 / 11	90%	35 / 14	90%	68 / 34	91%	75 / 31	92%	53 / 22	90%	46 / 19	92%	65 / 23	87%	30 / 12	94%	60 / 19	575	231	91%
MERIDA	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	MERIDA Average YTD
CSI JLR	91%	34 / 14	84%	23 / 8	74%	16 / 6	85%	26 / 9	81%	25 / 8	88%	22 / 17	85%	25 / 10	93%	26 / 11	88%	25 / 10	76%	23 / 10	91%	39 / 14	89%	41 / 14	325	130	85%
PUEBLA	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	PUEBLA Average YTD
CSI JLR	92%	5 / 3	99%	11 / 4	93%	7 / 3	97%	9 / 3	93%	16 / 7	84%	11 / 5	94%	23 / 10	92%	17 / 7	91%	20 / 8	96%	15 / 8	85%	14 / 6	96%	16 / 7	164	71	93%
CULIACÁN	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	CULIACÁN Average YTD
CSI JLR	0%	0 / 0	0%	0 / 0	98%	13 / 6	84%	24 / 8	94%	11 / 5	100%	3 / 1	95%	10 / 4	91%	16 / 7	88%	16 / 7	83%	13 / 3	88%	14 / 6	87%	15 / 6	135	53	91%
COUNTRY	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	COUNTRY Average YTD
CSI JLR	0%	0 / 0	0%	0 / 0	98%	6 / 2	0%	0 / 0	100%	1 / 1	0%	0 / 0	0%	0 / 0	0%	1 / 0	0%	0 / 0	0%	0 / 0	0%	0 / 0	0%	0 / 0	7	2	99%
INTERLOMAS	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	INTERLOMAS Average YTD
CSI JLR	0%	0 / 0	0%	0 / 0	0%	0 / 0	0%	0 / 0	0%	0 / 0	0%	0 / 0	0%	0 / 0	0%	0 / 0	0%	0 / 0	0%	0 / 0	78%	8 / 4	100%	5 / 2	13	6	89%

Front Face

Bussines S.A. de C.V.



DICIEMBRE - 2014

SSI - Registros Erróneos Ventas Jaguar & Land Rover

Dealer	Dato erroneo	Cliente	vin	Cuenta de vin
JAGUAR LAND ROVER PUEBLA	TELÉFONO	CONSTRUCTORA E INMOBILIARIA SASEJA DE ZACATLAN SA DE CV	SALDHMR89FA457914	1
Total JAGUAR LAND ROVER PUEBLA				1
Total general				1

Front Face

Bussines S.A. de C.V.



DICIEMBRE - 2014

CSI - Registros Erróneos Servicio Jaguar & Land Rover

Dealer	Datos Incompletos, Color,	Nombre cliente	Vin	Cuenta de Vin
JAGUAR LAND ROVER GUADALAJARA	TELÉFONO	AUTOS BELLOS S.A. DE C.V. EUROCAVSA SA DE CV DE LA TORRE IBARA LUCIA MARTINEZ MARTINEZ BLASARA GRISELDA OCTAVIO MUNGUIA EUROCAVSA SA DE CV POUNCE CONSULTING SA DE CV ALZATI PIMENTEL ALFREDO	SALVS2BG9DH741429 SALVA2BG7H958516 SALWA2EF6EA318313 SALAG2DA7DA669643 SALMF13498A277071 SALVA2BG6FH961312 SALWA2ED9EA377937 SALVS2BG1DH824238	1 1 1 1 1 1 1 1
Total JAGUAR LAND ROVER GUADALAJARA				8
JAGUAR LAND ROVER LEÓN	TELÉFONO	RANGEL ALVARADO RICARDO ALBERTO T-CARGO SA DE CV CENTRO FUNERARIO DEL CENTRO SA DE CV	SALFP24N18H033778 SALVP2BG4DH741162 SALWA2VF4EA347048	1 1 1
Total JAGUAR LAND ROVER LEÓN				3
JAGUAR LAND ROVER MASARYK (VALLE)	TELÉFONO	MIGUEL ANGEL TELLO LODLOW	SALAG2D43CA649811	1
Total JAGUAR LAND ROVER MASARYK (VALLE)				1
JAGUAR LAND ROVER MÉRIDA	TELÉFONO	FERNAN PAVIA PUGA ALEJANDRO DAJER ARTURO FERNANDO CANTO REBORA JUAN JOSE PEREZ PONCIANO MARIN RAMOS	SALSH2E44BA286398 SALSH2E43BA272380 SALAG2D47DA679475 SALWA2EF1EA304030 SALDVBR89EA456161	1 1 1 1 1
Total JAGUAR LAND ROVER MÉRIDA				5
JAGUAR LAND ROVER MONTERREY	TELÉFONO	JAIME ALFONSO VILLARREAL ARANDA VERONICA ROCIO TOMAS RUIZ EDUARDO LOPEZ CASILLAS DAVID CERVANTES JIMENEZ REAL CABAL CONSTRUCCIONES, S.A. DE C.V.	SALSH2E42BA261032 SALVS2BG5CH701752 SALSH2E48CA733848 SAJYA04S0DPU00036 SALWA2VF6EA351473	1 1 1 1 1
Total JAGUAR LAND ROVER MONTERREY				5
JAGUAR LAND ROVER PEDREGAL	TELÉFONO	MERCEDEZ AGUIALR HERNAN HERNANDEZ BAÑUELOS JOSE LUIS	SALGA2DF8DA121454 SAJHS154XWC812302 SAJYA04SXDP002117	1 1 1
Total JAGUAR LAND ROVER PEDREGAL				3
JAGUAR LAND ROVER PUEBLA	TELÉFONO	JOSE VALENTIN VARILLAS HENAINA RAÚL ALVARADO BLUE ICON TECHNOLOGY, S.A. DE C.V.	SALVS2BG8DH729479 SALVA2BG7FH978118 SALVA2BG4EH873258	1 1 1
Total JAGUAR LAND ROVER PUEBLA				3
JAGUAR LAND ROVER CEDROS	TELÉFONO	JORGE ENRIQUE TOLEDO LUIS GONZALEZ JOSE RAUL RAMIREZ SUSANA MAGLIONE DIEGO NICOLAS DE INES JOSE ANTONIO BASTON PATIÑO LEONARDO NANKIN ANTONIO MORALES MARCOS REZA RUTH GONZALEZ ROBERTO CALDERON ORTIZ	SALAG2D45DA673481 SAJYA05B3CLS24345 SALFP24N18H054369 SALVS2BG5DH820340 SALDVBR85DA441428 SALWA2EF7EA314173 SALAG2D44CA633603 SALSH2E4XBA272294 SALAG2V6XEA700143 SALSH2E47DA770424 SALAG2D48BA581892	1 1 1 1 1 1 1 1 1 1 1
Total JAGUAR LAND ROVER CEDROS				11

Total general

39

Front Face

Bussines S.A. de C.V.



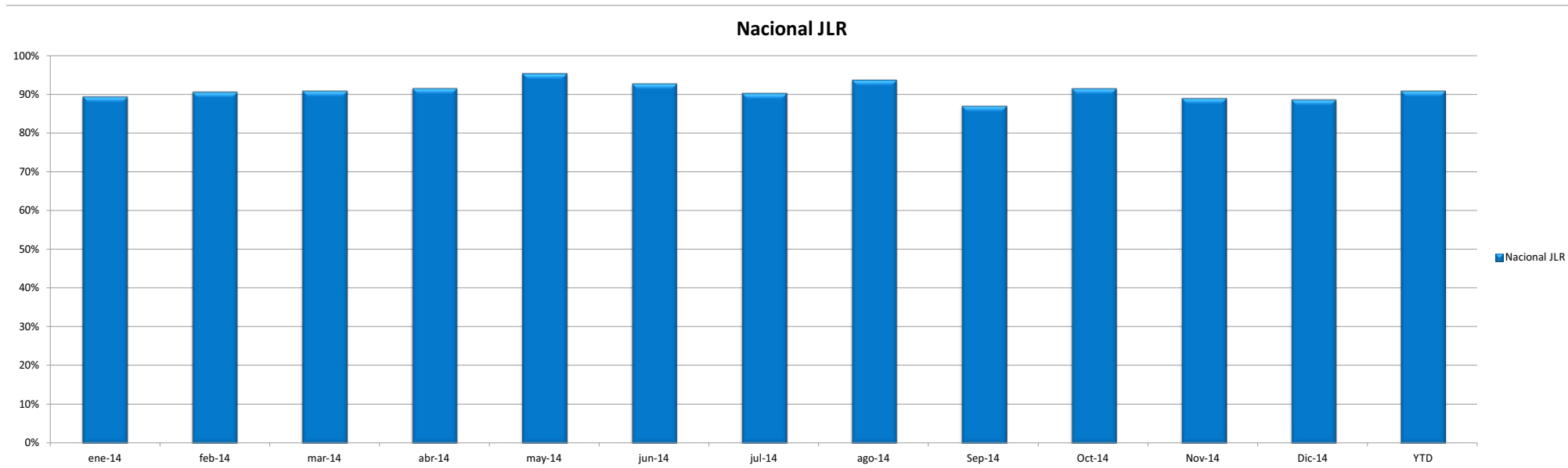
DICIEMBRE - 2014

SSI – SALES SATISFACTION INDEX

NACIONAL

JAGUAR – LAND ROVER

Satisfacción General con Ventas



Promedio 12 meses	
	Nacional JLR
ene-14	89%
feb-14	90%
mar-14	91%
abr-14	91%
may-14	95%
jun-14	93%
jul-14	90%
ago-14	94%
Sep-14	87%
Oct-14	91%
Nov-14	89%
Dic-14	89%
YTD	91%

Front Face

Bussines S.A. de C.V.



DICIEMBRE - 2014

SSI – SALES SATISFACTION INDEX NACIONAL JLR

Diagnóstico de Satisfacción con Venta

	% Ponderación	Nacional			
		# Entrevistas Mes	Promedio Mes	# Entrevistas YTD	Promedio YTD
	100%		89%		91%
1- Recomendar a (Dealer) a un amigo o conocido?	5%	14	88%	325	92%
2- Experiencia de compra y entrega de su nuevo Land Rover.	5%	14	86%	325	93%
4- Satisfacción su JLR (modelo)		14	94%	325	96%
5- ¿Lo hicieron sentir bienvenido como cliente?	5%	14	99%	325	97%
6- Ambiente general de las instalaciones.	5%	14	95%	325	95%
7- Asesor de ventas muestra interés en entender sus necesidades?	5%	14	99%	325	97%
8- Conocimiento del vendedor sobre las características de los modelos JLR y sus ventajas.	5%	14	96%	325	94%
9- ¿El tiempo invertido y la respuesta a sus necesidades fue el adecuado?	5%	14	97%	325	96%
10- ¿Le ofrecieron una prueba de manejo?	10%	14	86%	325	86%
10a- Experiencia en la prueba de manejo.		14	98%	325	99%
11- ¿Su asesor de ventas lo estuvo informando durante el proceso de compra y entrega de su vehículo?	5%	14	86%	325	95%
12- Compra y/o contrato de financiamiento en cuanto a la explicación clara y exacta de la documentación.	5%	14	96%	325	95%
13- ¿Su asesor de ventas lo atendió en tiempo y forma?	5%	14	98%	325	96%
14- ¿Cómo evaluaría el cumplimiento de los compromisos hechos por el vendedor con usted?		14	90%	325	91%
15- ¿Proporciona información acerca de los modelos, accesorios y alternativas de compra/financiamiento?	5%	14	91%	325	80%
16- ¿Concidera que la agencia realizó un esfuerzo por garantizar su satisfacción al momento de la entrega?	5%	14	97%	325	93%
17- ¿Se encuentra satisfecho con la limpieza con que se le entregó el vehículo?	5%	14	93%	325	82%
18- El auto contaba con el tanque de gasolina lleno?	5%	14	93%	325	77%
19- Mecánicamente, su unidad se encontraba en excelentes condiciones?		14	71%	325	93%
20- Manual de propietario, requerimientos de mantenimiento, garantía, etc.	5%	14	82%	325	94%
21- Le brindaron información clara y exacta de las características y funciones de su vehículo?	5%	14	89%	325	96%
22- ¿Lo ha contactado la agencia después de la entrega verificar si todo fue de su completa satisfacción?	5%	14	57%	325	68%
23- ¿Se le ofreció una orientación por parte del Departamento de Servicio?	5%	14	57%	325	67%
24- ¿La entrega de su JLR se hizo en la fecha y hora acordada?		14	100%	325	92%
25- Recomendar a JLR a un amigo o conocido?		14	89%	325	93%

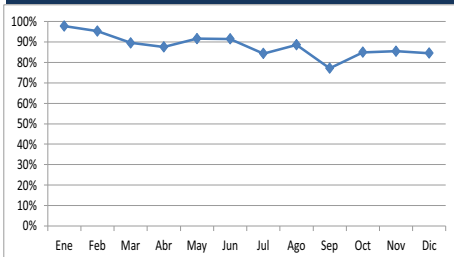


DICIEMBRE - 2014

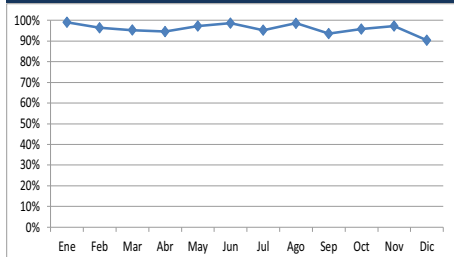
SSI – SALES SATISFACTION INDEX NACIONAL JLR

Cumplimiento de Estándares de Ventas

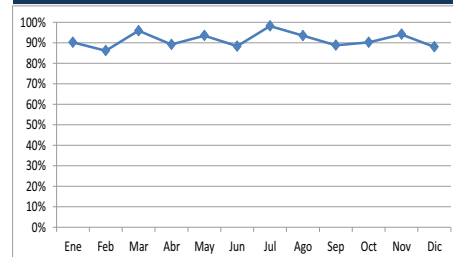
TRATO AMABLE



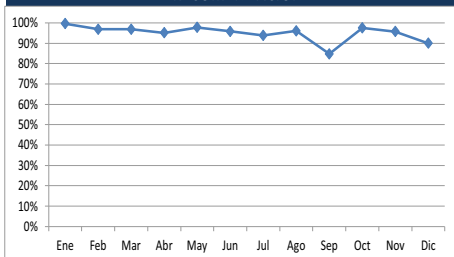
INFORMACIÓN DE VENTA



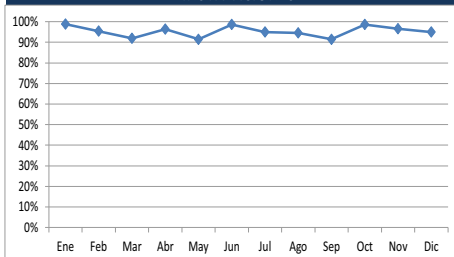
ENTREGA DE UNIDAD



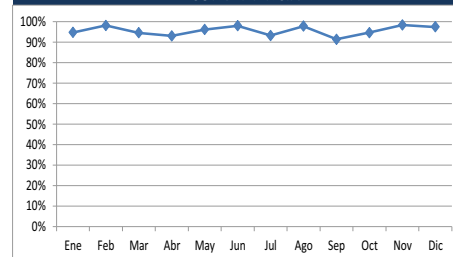
RECOMENDACIÓN



INSTALACIONES



CONVENIENCIA



Fuerzas - Áreas para Mantener

MUESTRA INTERÉS POR ENTENDER LAS NECESIDADES DEL CLIENTE.

REALIZA UN ESFUERZO POR GARANTIZAR LA SATISFACCIÓN DEL CLIENTE AL MOMENTO DE LA ENTREGA.

ENTREGA DEL VEHÍCULO EN FECHA Y HORA ACORDADA.

TANQUE DE GASOLINA LLENO.

Oportunidad de Mejora

INFORMAR DURANTE EL PROCESO DE COMPRA Y ENTREGA DE LA UNIDAD.

INFORMAR SOBRE MANUAL DEL PROPIETARIO, REQUERIMIENTO DE MANTENIMIENTO, GARANTÍA, ETC...

CONTACTAR DESPUÉS DE LA ENTREGA PARA VERIFICAR QUE TODO HAYA SIDO SATISFACTORIO.

OFRECER ORIENTACIÓN POR PARTE DEL DEPARTAMENTO DE POST VENTA.

Debilidades

UNIDAD NO SE ENTREGA EN EXCELENTE CONDICIONES MECÁNICAS.

OFRECER PRUEBA DE MANEJO.

Amenazas

Promedio de la medición

	Enero	Febrero	Marzo	Abril	Mayo	Junio	Julio	Agosto	Septiembre	Octubre	Noviembre	Diciembre	Total
Ventas													
Solicitudes	82	97	54	58	49	49	55	51	63	78	77	42	755
Completadas	44	44	24	28	21	23	20	26	21	31	29	14	325
% Completadas	54%	45%	44%	48%	43%	47%	36%	51%	33%	40%	38%	33%	43%

Principales comentarios

BUENA ATENCIÓN. GUADALAJARA

EXCELENTE EXPERIENCIA. PUEBLA

LA SECRETARÍA DE LA AGENCIA ES DESCUIDADA CON LOS RECADOS Y MENSAJES QUE SE PROPORCIONAN. MONTERREY

RETRASO EN LA ENTREGA DE FACTURA DEBIDO A LA CLAUSURA DE LA AGENCIA DURANTE DOS SEMANAS. ENCUESTA CONTESTADA POR SR. VÁZQUEZ. MASARYK

NO BRINDA INFORMACIÓN ACERCA DE LAS FUNCIONES Y CARACTERÍSTICAS DE LA UNIDAD. TAMPOCO EXPLICARON EL MANUAL DE PROPIETARIO, REQUERIMIENTOS Y PRECIOS DE MANTENIMIENTO, INFORMACIÓN DE LA GARANTÍA Y SERVICIO DE ASISTENCIA. INTERLOMAS

Front Face

Bussines S.A. de C.V.



SSI & CSI

Diciembre, 2014



CULIACÁN



DICIEMBRE - 2014

National Summary SSI

NATIONAL	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	National Average YTD
SSI JLR	89%	82 / 44	90%	97 / 44	91%	54 / 24	91%	58 / 28	95%	49 / 21	93%	49 / 23	90%	55 / 20	94%	51 / 26	87%	63 / 21	91%	78 / 31	89%	77 / 29	89%	42 / 14	755	325	91%

PEDREGAL	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	PEDREGAL Average YTD
SSI JLR	95%	11 / 6	99%	6 / 4	86%	10 / 6	91%	8 / 6	97%	8 / 4	98%	7 / 4	100%	8 / 3	96%	2 / 2	61%	3 / 2	100%	8 / 2	97%	8 / 3	0%	5 / 0	84	42	93%

MASARYK	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	MASARYK Average YTD
SSI JLR	86%	6 / 4	86%	31 / 7	91%	10 / 3	96%	18 / 8	100%	5 / 2	97%	10 / 3	82%	16 / 7	94%	15 / 9	91%	14 / 3	88%	11 / 3	84%	23 / 13	79%	7 / 4	166	66	90%

GUADALAJARA	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	GUADALAJARA Average YTD
SSI JLR	93%	15 / 9	90%	12 / 5	92%	6 / 2	100%	7 / 1	93%	5 / 2	95%	5 / 2	96%	7 / 3	94%	7 / 4	89%	10 / 2	91%	11 / 6	92%	7 / 2	96%	6 / 2	98	40	93%

LEON	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	LEON Average YTD
SSI JLR	95%	9 / 5	98%	3 / 3	94%	13 / 4	100%	3 / 1	88%	3 / 2	93%	5 / 2	0%	0 / 0	95%	8 / 3	100%	4 / 1	93%	8 / 3	88%	5 / 2	91%	7 / 2	64	26	93%

MONTERREY	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	MONTERREY Average YTD
SSI JLR	98%	2 / 1	93%	8 / 6	100%	1 / 1	92%	5 / 4	94%	11 / 7	91%	8 / 4	90%	7 / 4	100%	6 / 2	90%	10 / 2	96%	13 / 5	100%	7 / 1	92%	8 / 3	86	40	95%

MÉRIDA	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	MÉRIDA Average YTD
SSI JLR	80%	16 / 7	88%	8 / 4	83%	5 / 1	85%	4 / 3	0%	3 / 0	86%	6 / 3	100%	5 / 2	79%	1 / 1	78%	7 / 4	89%	2 / 1	87%	8 / 2	0%	0 / 0	65	28	86%

INTERLOMAS	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	INTERLOMAS Average YTD
SSI JLR	92%	14 / 8	92%	20 / 9	92%	5 / 4	81%	10 / 3	100%	8 / 2	89%	6 / 4	84%	8 / 1	92%	6 / 4	94%	10 / 4	93%	13 / 7	96%	12 / 5	88%	5 / 2	117	53	91%

PUEBLA	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	PUEBLA Average YTD
SSI JLR	83%	9 / 4	88%	7 / 5	97%	2 / 2	94%	3 / 2	90%	2 / 1	100%	2 / 1	0%	2 / 0	0%	3 / 0	98%	5 / 3	100%	4 / 1	89%	5 / 1	100%	2 / 1	46	21	94%

CULIACÁN	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	CULIACÁN Average YTD
SSI JLR	0%	0 / 0	85%	2 / 1	100%	2 / 1	0%	0 / 0	100%	4 / 1	0%	0 / 0	0%	2 / 0	89%	3 / 1	0%	0 / 0	76%	8 / 3	0%	2 / 0	0%	2 / 0	25	7	90%

Front Face

Bussines S.A. de C.V.



DICIEMBRE - 2014

National Summary CSI

NATIONAL	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	National Average YTD
CSI JLR	92%	281 / 124	92%	303 / 99	90%	304 / 103	90%	304 / 103	90%	323 / 129	89%	320 / 176	89%	387 / 158	89%	376 / 154	87%	415 / 167	88%	424 / 176	88%	315 / 130	90%	327 / 118	4079	1637	89%
PEDREGAL	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	PEDREGAL Average YTD
CSI JLR	94%	21 / 11	92%	52 / 17	86%	43 / 14	89%	76 / 26	90%	79 / 33	90%	73 / 48	90%	79 / 32	88%	79 / 32	91%	85 / 34	86%	84 / 36	92%	35 / 19	86%	33 / 13	739	315	90%
CEDROS	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	CEDROS Average YTD
CSI JLR	98%	36 / 16	92%	57 / 19	94%	45 / 14	91%	27 / 9	91%	50 / 19	94%	25 / 14	87%	41 / 17	78%	58 / 23	81%	67 / 27	85%	67 / 28	97%	52 / 21	83%	40 / 15	565	222	89%
MASARYK	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	MASARYK Average YTD
CSI JLR	92%	39 / 14	95%	23 / 8	91%	13 / 4	89%	46 / 15	74%	15 / 6	80%	16 / 8	88%	23 / 10	92%	18 / 8	83%	18 / 6	93%	22 / 9	88%	24 / 10	95%	25 / 11	286	114	89%
GUADALAJARA	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	GUADALAJARA Average YTD
CSI JLR	88%	89 / 39	94%	100 / 30	93%	80 / 26	90%	45 / 15	91%	58 / 22	85%	74 / 31	84%	77 / 30	90%	83 / 34	84%	104 / 42	88%	101 / 46	87%	74 / 29	89%	78 / 29	963	373	89%
LEON	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	LEON Average YTD
CSI JLR	95%	20 / 8	93%	10 / 4	84%	38 / 12	96%	21 / 7	96%	33 / 14	91%	28 / 18	88%	34 / 14	91%	25 / 10	92%	34 / 14	92%	34 / 13	66%	25 / 9	95%	14 / 2	316	125	90%
MONTERREY	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	MONTERREY Average YTD
CSI JLR	93%	37 / 19	89%	27 / 9	91%	49 / 18	94%	30 / 11	90%	35 / 14	90%	68 / 34	91%	75 / 31	92%	53 / 22	90%	46 / 19	92%	65 / 23	87%	30 / 12	94%	60 / 19	575	231	91%
MERIDA	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	MERIDA Average YTD
CSI JLR	91%	34 / 14	84%	23 / 8	74%	16 / 6	85%	26 / 9	81%	25 / 8	88%	22 / 17	85%	25 / 10	93%	26 / 11	88%	25 / 10	76%	23 / 10	91%	39 / 14	89%	41 / 14	325	130	85%
PUEBLA	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	PUEBLA Average YTD
CSI JLR	92%	5 / 3	99%	11 / 4	93%	7 / 3	97%	9 / 3	93%	16 / 7	84%	11 / 5	94%	23 / 10	92%	17 / 7	91%	20 / 8	96%	15 / 8	85%	14 / 6	96%	16 / 7	164	71	93%
CULIACÁN	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	CULIACÁN Average YTD
CSI JLR	0%	0 / 0	0%	0 / 0	98%	13 / 6	84%	24 / 8	94%	11 / 5	100%	3 / 1	95%	10 / 4	91%	16 / 7	88%	16 / 7	83%	13 / 3	88%	14 / 6	87%	15 / 6	135	53	91%
COUNTRY	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	COUNTRY Average YTD
CSI JLR	0%	0 / 0	0%	0 / 0	98%	6 / 2	0%	0 / 0	100%	1 / 1	0%	0 / 0	0%	0 / 0	0%	1 / 0	0%	0 / 0	0%	0 / 0	0%	0 / 0	0%	0 / 0	7	2	99%
INTERLOMAS	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	INTERLOMAS Average YTD
CSI JLR	0%	0 / 0	0%	0 / 0	0%	0 / 0	0%	0 / 0	0%	0 / 0	0%	0 / 0	0%	0 / 0	0%	0 / 0	0%	0 / 0	0%	0 / 0	78%	8 / 4	100%	5 / 2	13	6	89%

Front Face

Bussines S.A. de C.V.



DICIEMBRE - 2014

SSI - Registros Erróneos Ventas Jaguar & Land Rover

Front Face

Bussines S.A. de C.V.



DICIEMBRE - 2014

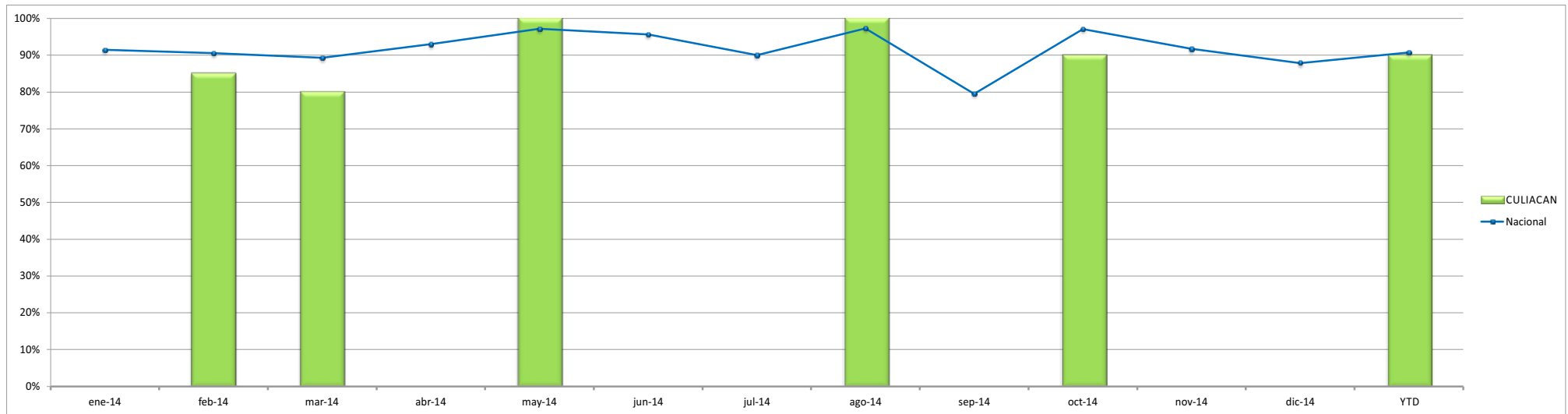
CSI - Registros Erróneos Servicio Jaguar & Land Rover



DICIEMBRE - 2014

SSI – SALES SATISFACTION INDEX JLR CULIACAN

Satisfacción General con Ventas



Promedio 12 meses		
	CULIACAN	Nacional
ene-14	0%	91%
feb-14	85%	91%
mar-14	80%	89%
abr-14	0%	93%
may-14	100%	97%
jun-14	0%	96%
jul-14	0%	90%
ago-14	100%	97%
sep-14	0%	80%
oct-14	90%	97%
nov-14	0%	92%
dic-14	0%	88%
YTD	90%	91%

Front Face

Bussines S.A. de C.V.



DICIEMBRE - 2014

SSI – SALES SATISFACTION INDEX JLR CULIACAN

Diagnóstico de Satisfacción con Venta

	% Ponderación	Distribuidora				Nacional		Medición				
		# Entrevistas Mes	Promedio Mes	# Entrevistas Año	Promedio Año	Promedio Mes	Promedio Año	Peor que el Nacional		Mejor que el Nacional		
	100%		0%		90%	89%	91%	-100%	-50%	0%	50%	100%
1- Recomendar a (Dealer) a un amigo o conocido?	5%	0	0%	25	94%	88%	92%					
2- Experiencia de compra y entrega de su nuevo Land Rover.	5%	0	0%	25	91%	86%	93%					
4- Satisfacción su JLR (modelo)		0	0%	25	100%	94%	96%					
5- ¿Lo hicieron sentir bienvenido como cliente?	5%	0	0%	25	89%	99%	97%					
6- Ambiente general de las instalaciones.	5%	0	0%	25	99%	95%	95%					
7- Asesor de ventas muestra interés en entender sus necesidades?	5%	0	0%	25	100%	99%	97%					
8- Conocimiento del vendedor sobre las características de los modelos JLR y sus ventajas.	5%	0	0%	25	97%	96%	94%					
9- ¿El tiempo invertido y la respuesta a sus necesidades fue el adecuado?	5%	0	0%	25	93%	97%	96%					
10- ¿Le ofrecieron una prueba de manejo?	10%	0	0%	25	92%	86%	86%					
10a- Experiencia en la prueba de manejo.		0	0%	25	99%	98%	99%					
11- ¿Su asesor de ventas lo estuvo informando durante el proceso de compra y entrega de su vehículo?	5%	0	0%	25	89%	86%	95%					
12- Compra y/o contrato de financiamiento en cuanto a la explicación clara y exacta de la documentación.	5%	0	0%	25	93%	96%	95%					
13- ¿Su asesor de ventas lo atendió en tiempo y forma?	5%	0	0%	25	93%	98%	96%					
14- ¿Cómo evaluaría el cumplimiento de los compromisos hechos por el vendedor con usted?		0	0%	25	73%	90%	91%					
15- ¿Proporciona información acerca de los modelos, accesorios y alternativas de compra/financiamiento?	5%	0	0%	25	100%	91%	80%					
16- ¿Concidera que la agencia realizó un esfuerzo por garantizar su satisfacción al momento de la entrega?	5%	0	0%	25	94%	97%	93%					
17- ¿Se encuentra satisfecho con la limpieza con que se le entregó el vehículo?	5%	0	0%	25	80%	93%	82%					
18- El auto contaba con el tanque de gasolina lleno?	5%	0	0%	25	92%	93%	77%					
19- Mecánicamente, su unidad se encontraba en excelentes condiciones?		0	0%	25	100%	71%	93%					
20- Manual de propietario, requerimientos de mantenimiento, garantía, etc.	5%	0	0%	25	90%	82%	94%					
21- Le brindaron información clara y exacta de las características y funciones de su vehículo?	5%	0	0%	25	98%	89%	96%					
22- ¿Lo ha contactado la agencia después de la entrega verificar si todo fue de su completa satisfacción?	5%	0	0%	25	58%	57%	68%					
23- ¿Se le ofreció una orientación por parte del Departamento de Servicio?	5%	0	0%	25	67%	57%	67%					
24- ¿La entrega de su JLR se hizo en la fecha y hora acordada?		0	0%	25	36%	100%	92%					
25- Recomendar a JLR a un amigo o conocido?		0	0%	25	98%	89%	93%					

Front Face

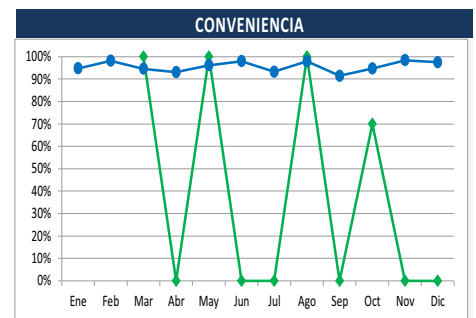
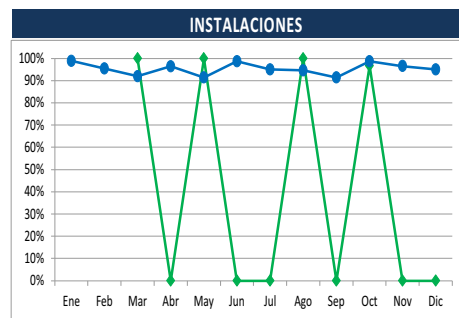
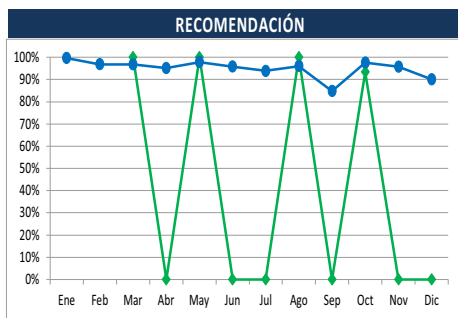
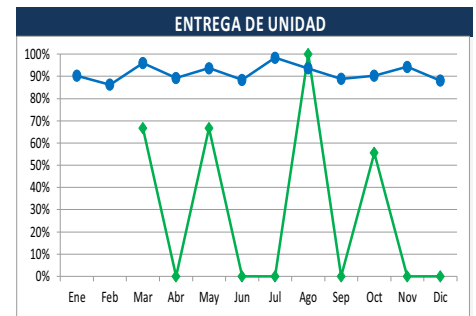
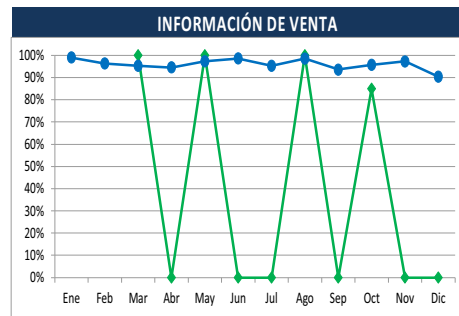
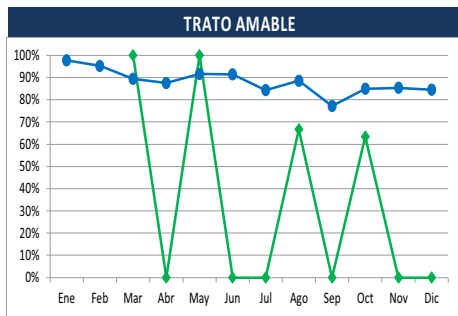
Bussines S.A. de C.V.



DICIEMBRE - 2014

SSI – SALES SATISFACTION INDEX JLR CULIACAN

Cumplimiento de Estándares de Ventas



Fuerzas - Áreas para Mantener

Oportunidad de Mejora

Debilidades

Amenazas

PROMEDIO DE LA MEDICION

	Enero	Febrero	Marzo	Abril	Mayo	Junio	Julio	Agosto	Septiembre	Octubre	Noviembre	Diciembre	Total
Ventas													
Solicitudes	0	2	2	0	4	0	2	3	0	8	2	2	25
Completadas	0	1	1	0	1	0	0	1	0	3	0	0	7
% Completadas		50%	50%		25%		0%	33%		38%	0%	0%	28%

Principales comentarios



SSI & CSI

Diciembre, 2014



PUEBLA



DICIEMBRE - 2014

National Summary SSI

NATIONAL	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	National Average YTD
SSI JLR	89%	82 / 44	90%	97 / 44	91%	54 / 24	91%	58 / 28	95%	49 / 21	93%	49 / 23	90%	55 / 20	94%	51 / 26	87%	63 / 21	91%	78 / 31	89%	77 / 29	89%	42 / 14	755	325	91%

PEDREGAL	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	PEDREGAL Average YTD
SSI JLR	95%	11 / 6	99%	6 / 4	86%	10 / 6	91%	8 / 6	97%	8 / 4	98%	7 / 4	100%	8 / 3	96%	2 / 2	61%	3 / 2	100%	8 / 2	97%	8 / 3	0%	5 / 0	84	42	93%

MASARYK	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	MASARYK Average YTD
SSI JLR	86%	6 / 4	86%	31 / 7	91%	10 / 3	96%	18 / 8	100%	5 / 2	97%	10 / 3	82%	16 / 7	94%	15 / 9	91%	14 / 3	88%	11 / 3	84%	23 / 13	79%	7 / 4	166	66	90%

GUADALAJARA	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	GUADALAJARA Average YTD
SSI JLR	93%	15 / 9	90%	12 / 5	92%	6 / 2	100%	7 / 1	93%	5 / 2	95%	5 / 2	96%	7 / 3	94%	7 / 4	89%	10 / 2	91%	11 / 6	92%	7 / 2	96%	6 / 2	98	40	93%

LEON	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	LEON Average YTD
SSI JLR	95%	9 / 5	98%	3 / 3	94%	13 / 4	100%	3 / 1	88%	3 / 2	93%	5 / 2	0%	0 / 0	95%	8 / 3	100%	4 / 1	93%	8 / 3	88%	5 / 2	91%	7 / 2	64	26	93%

MONTERREY	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	MONTERREY Average YTD
SSI JLR	98%	2 / 1	93%	8 / 6	100%	1 / 1	92%	5 / 4	94%	11 / 7	91%	8 / 4	90%	7 / 4	100%	6 / 2	90%	10 / 2	96%	13 / 5	100%	7 / 1	92%	8 / 3	86	40	95%

MÉRIDA	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	MÉRIDA Average YTD
SSI JLR	80%	16 / 7	88%	8 / 4	83%	5 / 1	85%	4 / 3	0%	3 / 0	86%	6 / 3	100%	5 / 2	79%	1 / 1	78%	7 / 4	89%	2 / 1	87%	8 / 2	0%	0 / 0	65	28	86%

INTERLOMAS	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	INTERLOMAS Average YTD
SSI JLR	92%	14 / 8	92%	20 / 9	92%	5 / 4	81%	10 / 3	100%	8 / 2	89%	6 / 4	84%	8 / 1	92%	6 / 4	94%	10 / 4	93%	13 / 7	96%	12 / 5	88%	5 / 2	117	53	91%

PUEBLA	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	PUEBLA Average YTD
SSI JLR	83%	9 / 4	88%	7 / 5	97%	2 / 2	94%	3 / 2	90%	2 / 1	100%	2 / 1	0%	2 / 0	0%	3 / 0	98%	5 / 3	100%	4 / 1	89%	5 / 1	100%	2 / 1	46	21	94%

CULIACÁN	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	CULIACÁN Average YTD
SSI JLR	0%	0 / 0	85%	2 / 1	100%	2 / 1	0%	0 / 0	100%	4 / 1	0%	0 / 0	0%	2 / 0	89%	3 / 1	0%	0 / 0	76%	8 / 3	0%	2 / 0	0%	2 / 0	25	7	90%

Front Face

Bussines S.A. de C.V.



DICIEMBRE - 2014

National Summary CSI

NATIONAL	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	National Average YTD
CSI JLR	92%	281 / 124	92%	303 / 99	90%	304 / 103	90%	304 / 103	90%	323 / 129	89%	320 / 176	89%	387 / 158	89%	376 / 154	87%	415 / 167	88%	424 / 176	88%	315 / 130	90%	327 / 118	4079	1637	89%

PEDREGAL	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	PEDREGAL Average YTD
CSI JLR	94%	21 / 11	92%	52 / 17	86%	43 / 14	89%	76 / 26	90%	79 / 33	90%	73 / 48	90%	79 / 32	88%	79 / 32	91%	85 / 34	86%	84 / 36	92%	35 / 19	86%	33 / 13	739	315	90%

CEDROS	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	CEDROS Average YTD
CSI JLR	98%	36 / 16	92%	57 / 19	94%	45 / 14	91%	27 / 9	91%	50 / 19	94%	25 / 14	87%	41 / 17	78%	58 / 23	81%	67 / 27	85%	67 / 28	97%	52 / 21	83%	40 / 15	565	222	89%

MASARYK	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	MASARYK Average YTD
CSI JLR	92%	39 / 14	95%	23 / 8	91%	13 / 4	89%	46 / 15	74%	15 / 6	80%	16 / 8	88%	23 / 10	92%	18 / 8	83%	18 / 6	93%	22 / 9	88%	24 / 10	95%	25 / 11	286	114	89%

GUADALAJARA	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	GUADALAJARA Average YTD
CSI JLR	88%	89 / 39	94%	100 / 30	93%	80 / 26	90%	45 / 15	91%	58 / 22	85%	74 / 31	84%	77 / 30	90%	83 / 34	84%	104 / 42	88%	101 / 46	87%	74 / 29	89%	78 / 29	963	373	89%

LEON	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	LEON Average YTD
CSI JLR	95%	20 / 8	93%	10 / 4	84%	38 / 12	96%	21 / 7	96%	33 / 14	91%	28 / 18	88%	34 / 14	91%	25 / 10	92%	34 / 14	92%	34 / 13	66%	25 / 9	95%	14 / 2	316	125	90%

MONTERREY	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	MONTERREY Average YTD
CSI JLR	93%	37 / 19	89%	27 / 9	91%	49 / 18	94%	30 / 11	90%	35 / 14	90%	68 / 34	91%	75 / 31	92%	53 / 22	90%	46 / 19	92%	65 / 23	87%	30 / 12	94%	60 / 19	575	231	91%

MERIDA	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	MERIDA Average YTD
CSI JLR	91%	34 / 14	84%	23 / 8	74%	16 / 6	85%	26 / 9	81%	25 / 8	88%	22 / 17	85%	25 / 10	93%	26 / 11	88%	25 / 10	76%	23 / 10	91%	39 / 14	89%	41 / 14	325	130	85%

PUEBLA	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	PUEBLA Average YTD
CSI JLR	92%	5 / 3	99%	11 / 4	93%	7 / 3	97%	9 / 3	93%	16 / 7	84%	11 / 5	94%	23 / 10	92%	17 / 7	91%	20 / 8	96%	15 / 8	85%	14 / 6	96%	16 / 7	164	71	93%

CULIACÁN	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	CULIACÁN Average YTD
CSI JLR	0%	0 / 0	0%	0 / 0	98%	13 / 6	84%	24 / 8	94%	11 / 5	100%	3 / 1	95%	10 / 4	91%	16 / 7	88%	16 / 7	83%	13 / 3	88%	14 / 6	87%	15 / 6	135	53	91%

COUNTRY	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	COUNTRY Average YTD
CSI JLR	0%	0 / 0	0%	0 / 0	98%	6 / 2	0%	0 / 0	100%	1 / 1	0%	0 / 0	0%	0 / 0	0%	1 / 0	0%	0 / 0	0%	0 / 0	0%	0 / 0	0%	0 / 0	7	2	99%

INTERLOMAS	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	INTERLOMAS Average YTD
CSI JLR	0%	0 / 0	0%	0 / 0	0%	0 / 0	0%	0 / 0	0%	0 / 0	0%	0 / 0	0%	0 / 0	0%	0 / 0	0%	0 / 0	0%	0 / 0	78%	8 / 4	100%	5 / 2	13	6	89%

Front Face

Bussines S.A. de C.V.



DICIEMBRE - 2014

SSI - Registros Erróneos Ventas Jaguar & Land Rover

Dealer	Dato erroneo	Cliente	vin	Cuenta de Num
JAGUAR LAND ROVER PUEBLA	TELÉFONO	CONSTRUCTORA E INMOBILIARIA SASEJA DE ZACATLAN SA DE CV	SALDHMR89FA457914	1
Total JAGUAR LAND ROVER PUEBLA				1
Total general				1

Front Face

Bussines S.A. de C.V.



DICIEMBRE - 2014

CSI - Registros Erróneos Servicio Jaguar & Land Rover

Dealer	Datos Incompletos, Color,	Nombre cliente	Vin	Cuenta de Vin
JAGUAR LAND ROVER PUEBLA	TELÉFONO	JOSE VALENTIN VARILLAS HENAINE	SALVS2BG8DH729479	1
		BLUE ICON TECHNOLOGY, S.A. DE C.V.	SALVA2BG4EH873258	1
		RAÚL ALVARADO	SALVA2BG7FH978118	1
Total general				3

Front Face

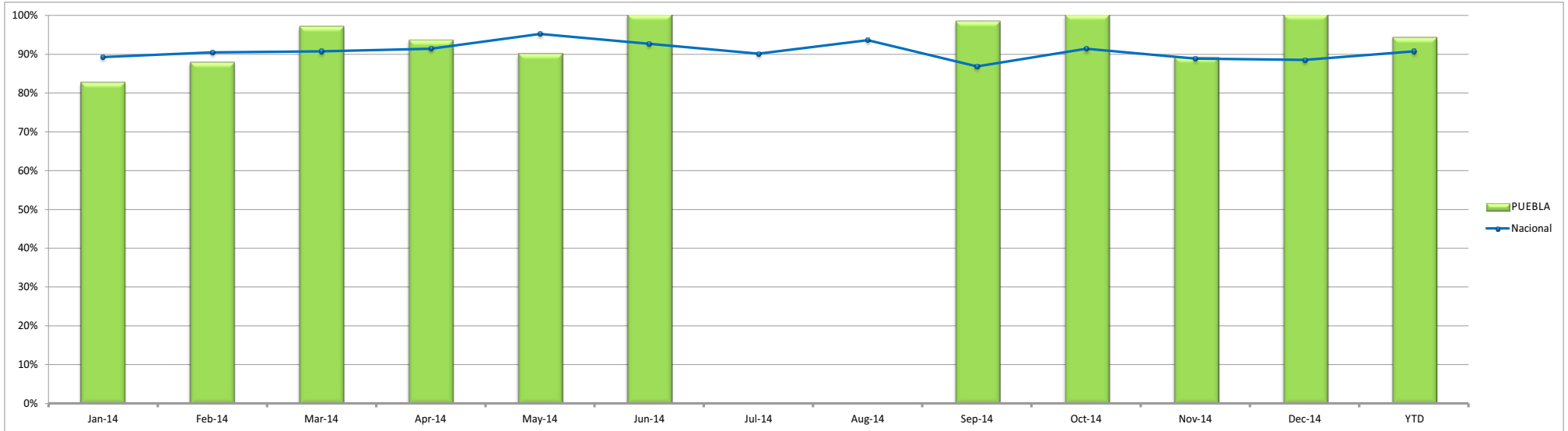
Bussines S.A. de C.V.



DICIEMBRE - 2014

SSI – SALES SATISFACTION INDEX JLR PUEBLA

Satisfacción General con Ventas



Promedio 12 meses		
	PUEBLA	Nacional
ene-14	83%	89%
feb-14	88%	90%
mar-14	97%	91%
abr-14	94%	91%
may-14	90%	95%
jun-14	100%	93%
jul-14	0%	90%
ago-14	0%	94%
sep-14	98%	87%
oct-14	100%	91%
nov-14	89%	89%
dic-14	100%	89%
YTD	94%	91%

Front Face

Bussines S.A. de C.V.



DICIEMBRE - 2014

SSI – SALES SATISFACTION INDEX JLR PUEBLA

Diagnóstico de Satisfacción con Venta

	% Ponderación	Distribuidora				Nacional		Medición				
		# Entrevistas Mes	Promedio Mes	# Entrevistas Año	Promedio Año	Promedio Mes	Promedio Año	Peor que el Nacional		Mejor que el Nacional		
	100%		100%		94%	89%	91%	-1	-0.5	0	0.5	1
1- Recomendar a (Dealer) a un amigo o conocido?	5%	1	100%	46	97%	88%	92%					
2-Experiencia de compra y entrega de su nuevo Land Rover.	5%	1	100%	46	100%	86%	93%					
4- Satisfacción su JLR (modelo)		1	100%	46	100%	94%	96%					
5- ¿Lo hicieron sentir bienvenido como cliente?	5%	1	100%	46	99%	99%	97%					
6-Ambiente general de las instalaciones.	5%	1	100%	46	97%	95%	95%					
7-Asesor de ventas muestra interés en entender sus necesidades?	5%	1	100%	46	98%	99%	97%					
8-Conocimiento del vendedor sobre las características de los modelos JLR y sus ventajas.	5%	1	100%	46	91%	96%	94%					
9- ¿El tiempo invertido y la respuesta a sus necesidades fue el adecuado?	5%	1	100%	46	100%	97%	96%					
10-¿Le ofrecieron una prueba de manejo?	10%	1	100%	46	100%	86%	86%					
10a-Experiencia en la prueba de manejo.		1	100%	46	99%	98%	99%					
11- ¿Su asesor de ventas lo estuvo informando durante el proceso de compra y entrega de su vehículo?	5%	1	100%	46	98%	86%	95%					
12- Compra y/o contrato de financiamiento en cuanto a la explicación clara y exacta de la documentación.	5%	1	100%	46	99%	96%	95%					
13- ¿Su asesor de ventas lo atendió en tiempo y forma?	5%	1	100%	46	100%	98%	96%					
14-¿Cómo evaluaría el cumplimiento de los compromisos hechos por el vendedor con usted?		1	100%	46	96%	90%	91%					
15-¿Proporciona información acerca de los modelos, accesorios y alternativas de compra/financiamiento?	5%	1	100%	46	70%	91%	80%					
16-¿Concidera que la agencia realizó un esfuerzo por garantizar su satisfacción al momento de la entrega?	5%	1	100%	46	93%	97%	93%					
17- ¿Se encuentra satisfecho con la limpieza con que se le entregó el vehículo?	5%	1	100%	46	77%	93%	82%					
18- El auto contaba con el tanque de gasolina lleno?	5%	1	100%	46	70%	93%	77%					
19- Mecánicamente, su unidad se encontraba en excelentes condiciones?		1	100%	46	97%	71%	93%					
20- Manual de propietario, requerimientos de mantenimiento, garantía, etc.	5%	1	100%	46	97%	82%	94%					
21-Le brindaron información clara y exacta de las características y funciones de su vehículo?	5%	1	100%	46	100%	89%	96%					
22- ¿Lo ha contactado la agencia después de la entrega verificar si todo fue de su completa satisfacción?	5%	1	100%	46	60%	57%	68%					
23-¿Se le ofreció una orientación por parte del Departamento de Servicio?	5%	1	100%	46	73%	57%	67%					
24-¿La entrega de su JLR se hizo en la fecha y hora acordada?		1	100%	46	100%	100%	92%					
25-Recomendar a JLR a un amigo o conocido?		1	100%	46	100%	89%	93%					

Front Face

Bussines S.A. de C.V.

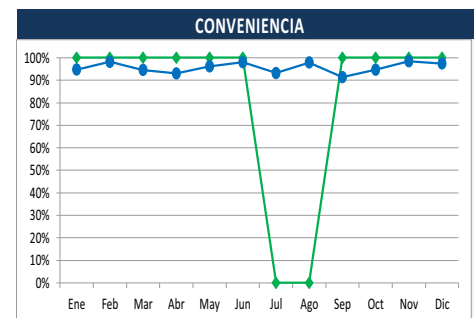
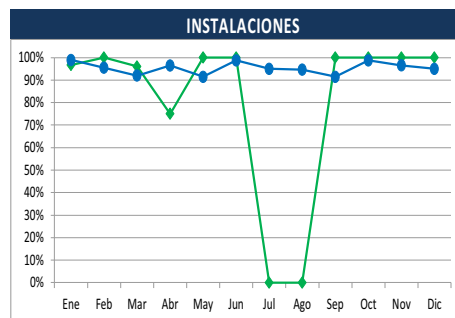
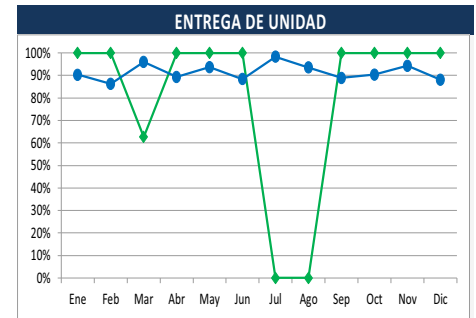
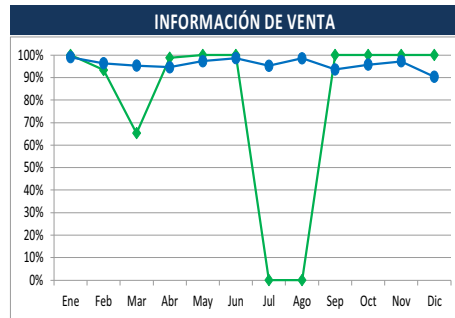
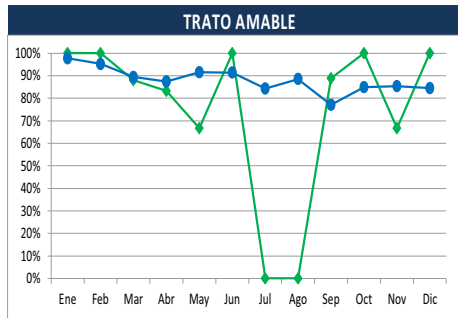


DICIEMBRE - 2014

SSI – SALES SATISFACTION INDEX

JLR PUEBLA

Cumplimiento de Estándares de Ventas



Fuerzas - Áreas para Mantener

OFRECE PRUEBA DE MANEJO.

TANQUE DE GASOLINA LLENO.

LIMPIEZA DE LA UNIDAD.

VEHÍCULO SE ENTREGA EN EXCELENTE CONDICIONES MECÁNICAS.

Oportunidad de Mejora

Debilidades

Amenazas

Promedio de la medición

	Enero	Febrero	Marzo	Abril	Mayo	Junio	Julio	Agosto	Septiembre	Octubre	Noviembre	Diciembre	Total
Ventas													
Solicitudes	9	7	2	3	2	2	2	3	5	4	5	2	46
Completadas	4	5	2	2	1	1	0	0	3	1	1	1	21
% Completadas	44%	71%	100%	67%	50%	50%	0%	0%	60%	25%	20%	50%	46%

Principales comentarios

EXCELENTE EXPERIENCIA.

Front Face
Bussines S.A. de C.V.



SSI & CSI

Diciembre, 2014



PEDREGAL



DICIEMBRE - 2014

National Summary SSI

NATIONAL	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	National Average YTD
SSI JLR	89%	82 / 44	90%	97 / 44	91%	54 / 24	91%	58 / 28	95%	49 / 21	93%	49 / 23	90%	55 / 20	94%	51 / 26	87%	63 / 21	91%	78 / 31	89%	77 / 29	89%	42 / 14	755	325	91%

PEDREGAL	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	PEDREGAL Average YTD
SSI JLR	95%	11 / 6	99%	6 / 4	86%	10 / 6	91%	8 / 6	97%	8 / 4	98%	7 / 4	100%	8 / 3	96%	2 / 2	61%	3 / 2	100%	8 / 2	97%	8 / 3	0%	5 / 0	84	42	93%

MASARYK	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	MASARYK Average YTD
SSI JLR	86%	6 / 4	86%	31 / 7	91%	10 / 3	96%	18 / 8	100%	5 / 2	97%	10 / 3	82%	16 / 7	94%	15 / 9	91%	14 / 3	88%	11 / 3	84%	23 / 13	79%	7 / 4	166	66	90%

GUADALAJARA	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	GUADALAJARA Average YTD
SSI JLR	93%	15 / 9	90%	12 / 5	92%	6 / 2	100%	7 / 1	93%	5 / 2	95%	5 / 2	96%	7 / 3	94%	7 / 4	89%	10 / 2	91%	11 / 6	92%	7 / 2	96%	6 / 2	98	40	93%

LEON	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	LEON Average YTD
SSI JLR	95%	9 / 5	98%	3 / 3	94%	13 / 4	100%	3 / 1	88%	3 / 2	93%	5 / 2	0%	0 / 0	95%	8 / 3	100%	4 / 1	93%	8 / 3	88%	5 / 2	91%	7 / 2	64	26	93%

MONTERREY	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	MONTERREY Average YTD
SSI JLR	98%	2 / 1	93%	8 / 6	100%	1 / 1	92%	5 / 4	94%	11 / 7	91%	8 / 4	90%	7 / 4	100%	6 / 2	90%	10 / 2	96%	13 / 5	100%	7 / 1	92%	8 / 3	86	40	95%

MÉRIDA	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	MÉRIDA Average YTD
SSI JLR	80%	16 / 7	88%	8 / 4	83%	5 / 1	85%	4 / 3	0%	3 / 0	86%	6 / 3	100%	5 / 2	79%	1 / 1	78%	7 / 4	89%	2 / 1	87%	8 / 2	0%	0 / 0	65	28	86%

INTERLOMAS	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	INTERLOMAS Average YTD
SSI JLR	92%	14 / 8	92%	20 / 9	92%	5 / 4	81%	10 / 3	100%	8 / 2	89%	6 / 4	84%	8 / 1	92%	6 / 4	94%	10 / 4	93%	13 / 7	96%	12 / 5	88%	5 / 2	117	53	91%

PUEBLA	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	PUEBLA Average YTD
SSI JLR	83%	9 / 4	88%	7 / 5	97%	2 / 2	94%	3 / 2	90%	2 / 1	100%	2 / 1	0%	2 / 0	0%	3 / 0	98%	5 / 3	100%	4 / 1	89%	5 / 1	100%	2 / 1	46	21	94%

CULIACÁN	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	CULIACÁN Average YTD
SSI JLR	0%	0 / 0	85%	2 / 1	100%	2 / 1	0%	0 / 0	100%	4 / 1	0%	0 / 0	0%	2 / 0	89%	3 / 1	0%	0 / 0	76%	8 / 3	0%	2 / 0	0%	2 / 0	25	7	90%

Front Face

Bussines S.A. de C.V.



DICIEMBRE - 2014

National Summary CSI

NATIONAL	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	National Average YTD
CSI JLR	92%	281 / 124	92%	303 / 99	90%	304 / 103	90%	304 / 103	90%	323 / 129	89%	320 / 176	89%	387 / 158	89%	376 / 154	87%	415 / 167	88%	424 / 176	88%	315 / 130	90%	327 / 118	4079	1637	89%
PEDREGAL	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	PEDREGAL Average YTD
CSI JLR	94%	21 / 11	92%	52 / 17	86%	43 / 14	89%	76 / 26	90%	79 / 33	90%	73 / 48	90%	79 / 32	88%	79 / 32	91%	85 / 34	86%	84 / 36	92%	35 / 19	86%	33 / 13	739	315	90%
CEDROS	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	CEDROS Average YTD
CSI JLR	98%	36 / 16	92%	57 / 19	94%	45 / 14	91%	27 / 9	91%	50 / 19	94%	25 / 14	87%	41 / 17	78%	58 / 23	81%	67 / 27	85%	67 / 28	97%	52 / 21	83%	40 / 15	565	222	89%
MASARYK	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	MASARYK Average YTD
CSI JLR	92%	39 / 14	95%	23 / 8	91%	13 / 4	89%	46 / 15	74%	15 / 6	80%	16 / 8	88%	23 / 10	92%	18 / 8	83%	18 / 6	93%	22 / 9	88%	24 / 10	95%	25 / 11	286	114	89%
GUADALAJARA	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	GUADALAJARA Average YTD
CSI JLR	88%	89 / 39	94%	100 / 30	93%	80 / 26	90%	45 / 15	91%	58 / 22	85%	74 / 31	84%	77 / 30	90%	83 / 34	84%	104 / 42	88%	101 / 46	87%	74 / 29	89%	78 / 29	963	373	89%
LEON	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	LEON Average YTD
CSI JLR	95%	20 / 8	93%	10 / 4	84%	38 / 12	96%	21 / 7	96%	33 / 14	91%	28 / 18	88%	34 / 14	91%	25 / 10	92%	34 / 14	92%	34 / 13	66%	25 / 9	95%	14 / 2	316	125	90%
MONTERREY	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	MONTERREY Average YTD
CSI JLR	93%	37 / 19	89%	27 / 9	91%	49 / 18	94%	30 / 11	90%	35 / 14	90%	68 / 34	91%	75 / 31	92%	53 / 22	90%	46 / 19	92%	65 / 23	87%	30 / 12	94%	60 / 19	575	231	91%
MERIDA	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	MERIDA Average YTD
CSI JLR	91%	34 / 14	84%	23 / 8	74%	16 / 6	85%	26 / 9	81%	25 / 8	88%	22 / 17	85%	25 / 10	93%	26 / 11	88%	25 / 10	76%	23 / 10	91%	39 / 14	89%	41 / 14	325	130	85%
PUEBLA	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	PUEBLA Average YTD
CSI JLR	92%	5 / 3	99%	11 / 4	93%	7 / 3	97%	9 / 3	93%	16 / 7	84%	11 / 5	94%	23 / 10	92%	17 / 7	91%	20 / 8	96%	15 / 8	85%	14 / 6	96%	16 / 7	164	71	93%
CULIACÁN	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	CULIACÁN Average YTD
CSI JLR	0%	0 / 0	0%	0 / 0	98%	13 / 6	84%	24 / 8	94%	11 / 5	100%	3 / 1	95%	10 / 4	91%	16 / 7	88%	16 / 7	83%	13 / 3	88%	14 / 6	87%	15 / 6	135	53	91%
COUNTRY	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	COUNTRY Average YTD
CSI JLR	0%	0 / 0	0%	0 / 0	98%	6 / 2	0%	0 / 0	100%	1 / 1	0%	0 / 0	0%	0 / 0	0%	1 / 0	0%	0 / 0	0%	0 / 0	0%	0 / 0	0%	0 / 0	7	2	99%
INTERLOMAS	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	INTERLOMAS Average YTD
CSI JLR	0%	0 / 0	0%	0 / 0	0%	0 / 0	0%	0 / 0	0%	0 / 0	0%	0 / 0	0%	0 / 0	0%	0 / 0	0%	0 / 0	0%	0 / 0	78%	8 / 4	100%	5 / 2	13	6	89%

Front Face

Bussines S.A. de C.V.



DICIEMBRE - 2014

SSI - Registros Erróneos Ventas Jaguar & Land Rover

Front Face

Bussines S.A. de C.V.



DICIEMBRE - 2014

CSI - Registros Erróneos Servicio Jaguar & Land Rover

Dealer	Datos Incompletos, Color,	Nombre cliente	Vin	Cuenta de Vin
JAGUAR LAND ROVER PEDREGAL	TELÉFONO	MERCEDEZ AGUIALR	SALGA2DF8DA121454	1
		HERNAN	SAJHS154XWC812302	1
		HERNANDEZ BAÑUELOS JOSE LUIS	SAJYA04SXDP02117	1
Total general				3

Front Face

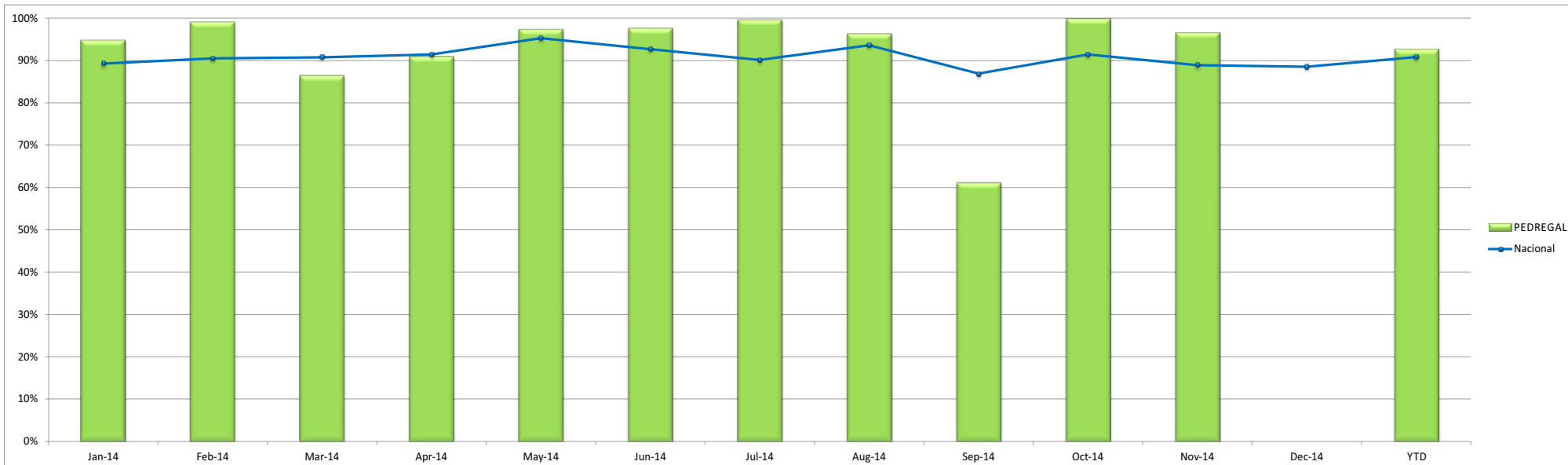
Bussines S.A. de C.V.



DICIEMBRE - 2014

SSI – SALES SATISFACTION INDEX JLR PEDREGAL

Satisfacción General con Ventas



Promedio 12 meses		
	PEDREGAL	Nacional
ene-14	95%	89%
feb-14	99%	90%
mar-14	86%	91%
abr-14	91%	91%
may-14	97%	95%
jun-14	98%	93%
jul-14	100%	90%
ago-14	96%	94%
sep-14	61%	87%
oct-14	100%	91%
nov-14	97%	89%
dic-14	0%	89%
YTD	93%	91%

Front Face

Bussines S.A. de C.V.



DICIEMBRE - 2014

SSI – SALES SATISFACTION INDEX JLR PEDREGAL

Diagnóstico de Satisfacción con Venta

	% Ponderación	Distribuidora				Nacional		Medición				
		# Entrevistas Mes	Promedio Mes	# Entrevistas Año	Promedio Año	Promedio Mes	Promedio Año	Peor que el Nacional		Mejor que el Nacional		
	100%		0%		93%	89%	91%	-1	-0.5	0	0.5	1
1-Recomendar a (Dealer) a un amigo o conocido?	5%	0	0%	84	92%	88%	92%					
2-Experiencia de compra y entrega de su nuevo Land Rover.	5%	0	0%	84	94%	86%	93%					
4- Satisfacción su JLR (modelo)		0	0%	84	93%	94%	96%					
5- ¿Lo hicieron sentir bienvenido como cliente?	5%	0	0%	84	95%	99%	97%					
6-Ambiente general de las instalaciones.	5%	0	0%	84	97%	95%	95%					
7-Asesor de ventas muestra interés en entender sus necesidades?	5%	0	0%	84	95%	99%	97%					
8-Conocimiento del vendedor sobre las características de los modelos JLR y sus ventajas.	5%	0	0%	84	94%	96%	94%					
9- ¿El tiempo invertido y la respuesta a sus necesidades fue el adecuado?	5%	0	0%	84	92%	97%	96%					
10-¿Le ofrecieron una prueba de manejo?	10%	0	0%	84	92%	86%	86%					
10a-Experiencia en la prueba de manejo.		0	0%	84	99%	98%	99%					
11- ¿Su asesor de ventas lo estuvo informando durante el proceso de compra y entrega de su vehículo?	5%	0	0%	84	92%	86%	95%					
12- Compra y/o contrato de financiamiento en cuanto a la explicación clara y exacta de la documentación.	5%	0	0%	84	93%	96%	95%					
13- ¿Su asesor de ventas lo atendio en tiempo y forma?	5%	0	0%	84	93%	98%	96%					
14-¿Cómo evaluaría el cumplimiento de los compromisos hechos por el vendedor con usted?		0	0%	84	75%	90%	91%					
15-¿Proporciona información acerca de los modelos, accesorios y alternativas de compra/financiamiento?	5%	0	0%	84	93%	91%	80%					
16-¿Concidera que la agencia realizó un esfuerzo por garantizar su satisfacción al momento de la entrega?	5%	0	0%	84	78%	97%	93%					
17- ¿Se encuentra satisfecho con la limpieza con que se le entregó el vehículo?	5%	0	0%	84	75%	93%	82%					
18- El auto contaba con el tanque de gasolina lleno?	5%	0	0%	84	98%	93%	77%					
19- Mecánicamente, su unidad se encontraba en excelentes condiciones?		0	0%	84	95%	71%	93%					
20- Manual de propietario, requerimientos de mantenimiento, garantía, etc.	5%	0	0%	84	85%	82%	94%					
21-Le brindaron información clara y exacta de las características y funciones de su vehículo?	5%	0	0%	84	97%	89%	96%					
22- ¿Lo ha contactado la agencia después de la entrega verificar si todo fue de su completa satisfacción?	5%	0	0%	84	83%	57%	68%					
23-¿Se le ofreció una orientación por parte del Departamento de Servicio?	5%	0	0%	84	84%	57%	67%					
24-¿La entrega de su JLR se hizo en la fecha y hora acordada?		0	0%	84	89%	100%	92%					
25-Recomendar a JLR a un amigo o conocido?		0	0%	84	75%	89%	93%					

Front Face

Bussines S.A. de C.V.

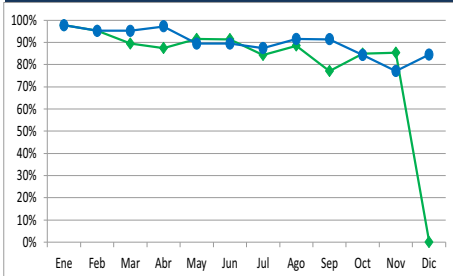


DICIEMBRE - 2014

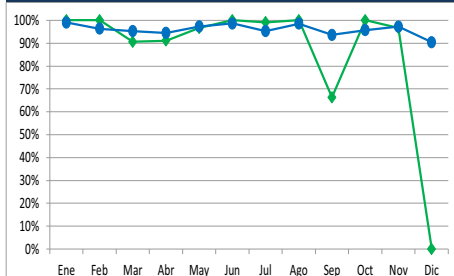
SSI – SALES SATISFACTION INDEX JLR PEDREGAL

Cumplimiento de Estándares de Ventas

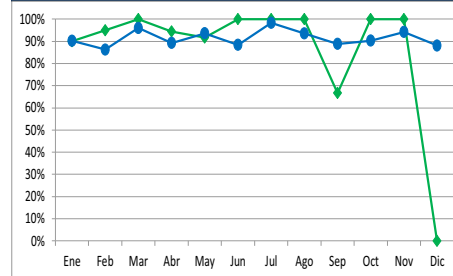
TRATO AMABLE



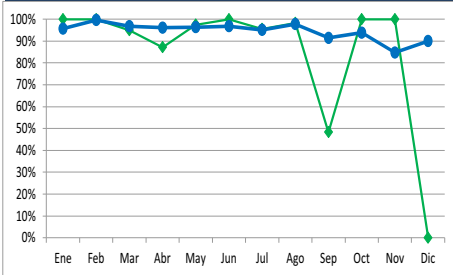
INFORMACIÓN DE VENTA



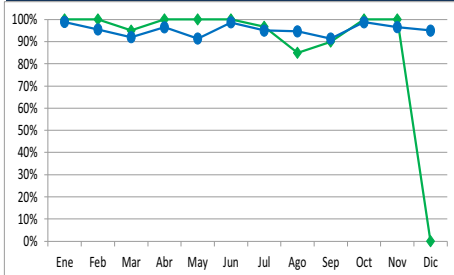
ENTREGA DE UNIDAD



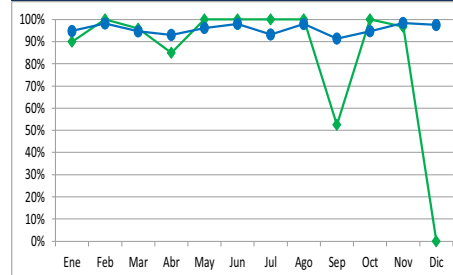
RECOMENDACIÓN



INSTALACIONES



CONVENIENCIA



Fuerzas - Áreas para Mantener

Oportunidad de Mejora

Debilidades

Amenazas

Promedio de la medición

	Enero	Febrero	Marzo	Abril	Mayo	Junio	Julio	Agosto	Septiembre	Octubre	Noviembre	Diciembre	Total
Ventas													
Solicitudes	11	6	10	8	8	7	8	2	3	8	8	5	84
Completadas	6	4	6	6	4	4	3	2	2	2	3	0	42
% Completadas	55%	67%	60%	75%	50%	57%	38%	100%	67%	25%	38%	0%	50%

Principales comentarios



SSI & CSI

Diciembre, 2014





DICIEMBRE - 2014

National Summary SSI

NATIONAL	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	National Average YTD
SSI JLR	89%	82 / 44	90%	97 / 44	91%	54 / 24	91%	58 / 28	95%	49 / 21	93%	49 / 23	90%	55 / 20	94%	51 / 26	87%	63 / 21	91%	78 / 31	89%	77 / 29	89%	42 / 14	755	325	91%

PEDREGAL	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	PEDREGAL Average YTD
SSI JLR	95%	11 / 6	99%	6 / 4	86%	10 / 6	91%	8 / 6	97%	8 / 4	98%	7 / 4	100%	8 / 3	96%	2 / 2	61%	3 / 2	100%	8 / 2	97%	8 / 3	0%	5 / 0	84	42	93%

MASARYK	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	MASARYK Average YTD
SSI JLR	86%	6 / 4	86%	31 / 7	91%	10 / 3	96%	18 / 8	100%	5 / 2	97%	10 / 3	82%	16 / 7	94%	15 / 9	91%	14 / 3	88%	11 / 3	84%	23 / 13	79%	7 / 4	166	66	90%

GUADALAJARA	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	GUADALAJARA Average YTD
SSI JLR	93%	15 / 9	90%	12 / 5	92%	6 / 2	100%	7 / 1	93%	5 / 2	95%	5 / 2	96%	7 / 3	94%	7 / 4	89%	10 / 2	91%	11 / 6	92%	7 / 2	96%	6 / 2	98	40	93%

LEON	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	LEON Average YTD
SSI JLR	95%	9 / 5	98%	3 / 3	94%	13 / 4	100%	3 / 1	88%	3 / 2	93%	5 / 2	0%	0 / 0	95%	8 / 3	100%	4 / 1	93%	8 / 3	88%	5 / 2	91%	7 / 2	64	26	93%

MONTERREY	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	MONTERREY Average YTD
SSI JLR	98%	2 / 1	93%	8 / 6	100%	1 / 1	92%	5 / 4	94%	11 / 7	91%	8 / 4	90%	7 / 4	100%	6 / 2	90%	10 / 2	96%	13 / 5	100%	7 / 1	92%	8 / 3	86	40	95%

MÉRIDA	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	MÉRIDA Average YTD
SSI JLR	80%	16 / 7	88%	8 / 4	83%	5 / 1	85%	4 / 3	0%	3 / 0	86%	6 / 3	100%	5 / 2	79%	1 / 1	78%	7 / 4	89%	2 / 1	87%	8 / 2	0%	0 / 0	65	28	86%

INTERLOMAS	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	INTERLOMAS Average YTD
SSI JLR	92%	14 / 8	92%	20 / 9	92%	5 / 4	81%	10 / 3	100%	8 / 2	89%	6 / 4	84%	8 / 1	92%	6 / 4	94%	10 / 4	93%	13 / 7	96%	12 / 5	88%	5 / 2	117	53	91%

PUEBLA	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	PUEBLA Average YTD
SSI JLR	83%	9 / 4	88%	7 / 5	97%	2 / 2	94%	3 / 2	90%	2 / 1	100%	2 / 1	0%	2 / 0	0%	3 / 0	98%	5 / 3	100%	4 / 1	89%	5 / 1	100%	2 / 1	46	21	94%

CULIACÁN	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	CULIACÁN Average YTD
SSI JLR	0%	0 / 0	85%	2 / 1	100%	2 / 1	0%	0 / 0	100%	4 / 1	0%	0 / 0	0%	2 / 0	89%	3 / 1	0%	0 / 0	76%	8 / 3	0%	2 / 0	0%	2 / 0	25	7	90%

Front Face

Bussines S.A. de C.V.



DICIEMBRE - 2014

National Summary CSI

NATIONAL	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	National Average YTD
CSI JLR	92%	281 / 124	92%	303 / 99	90%	304 / 103	90%	304 / 103	90%	323 / 129	89%	320 / 176	89%	387 / 158	89%	376 / 154	87%	415 / 167	88%	424 / 176	88%	315 / 130	90%	327 / 118	4079	1637	89%

PEDREGAL	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	PEDREGAL Average YTD
CSI JLR	94%	21 / 11	92%	52 / 17	86%	43 / 14	89%	76 / 26	90%	79 / 33	90%	73 / 48	90%	79 / 32	88%	79 / 32	91%	85 / 34	86%	84 / 36	92%	35 / 19	86%	33 / 13	739	315	90%

CEDROS	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	CEDROS Average YTD
CSI JLR	98%	36 / 16	92%	57 / 19	94%	45 / 14	91%	27 / 9	91%	50 / 19	94%	25 / 14	87%	41 / 17	78%	58 / 23	81%	67 / 27	85%	67 / 28	97%	52 / 21	83%	40 / 15	565	222	89%

MASARYK	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	MASARYK Average YTD
CSI JLR	92%	39 / 14	95%	23 / 8	91%	13 / 4	89%	46 / 15	74%	15 / 6	80%	16 / 8	88%	23 / 10	92%	18 / 8	83%	18 / 6	93%	22 / 9	88%	24 / 10	95%	25 / 11	286	114	89%

GUADALAJARA	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	GUADALAJARA Average YTD
CSI JLR	88%	89 / 39	94%	100 / 30	93%	80 / 26	90%	45 / 15	91%	58 / 22	85%	74 / 31	84%	77 / 30	90%	83 / 34	84%	104 / 42	88%	101 / 46	87%	74 / 29	89%	78 / 29	963	373	89%

LEON	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	LEON Average YTD
CSI JLR	95%	20 / 8	93%	10 / 4	84%	38 / 12	96%	21 / 7	96%	33 / 14	91%	28 / 18	88%	34 / 14	91%	25 / 10	92%	34 / 14	92%	34 / 13	66%	25 / 9	95%	14 / 2	316	125	90%

MONTERREY	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	MONTERREY Average YTD
CSI JLR	93%	37 / 19	89%	27 / 9	91%	49 / 18	94%	30 / 11	90%	35 / 14	90%	68 / 34	91%	75 / 31	92%	53 / 22	90%	46 / 19	92%	65 / 23	87%	30 / 12	94%	60 / 19	575	231	91%

MERIDA	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	MERIDA Average YTD
CSI JLR	91%	34 / 14	84%	23 / 8	74%	16 / 6	85%	26 / 9	81%	25 / 8	88%	22 / 17	85%	25 / 10	93%	26 / 11	88%	25 / 10	76%	23 / 10	91%	39 / 14	89%	41 / 14	325	130	85%

PUEBLA	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	PUEBLA Average YTD
CSI JLR	92%	5 / 3	99%	11 / 4	93%	7 / 3	97%	9 / 3	93%	16 / 7	84%	11 / 5	94%	23 / 10	92%	17 / 7	91%	20 / 8	96%	15 / 8	85%	14 / 6	96%	16 / 7	164	71	93%

CULIACÁN	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	CULIACÁN Average YTD
CSI JLR	0%	0 / 0	0%	0 / 0	98%	13 / 6	84%	24 / 8	94%	11 / 5	100%	3 / 1	95%	10 / 4	91%	16 / 7	88%	16 / 7	83%	13 / 3	88%	14 / 6	87%	15 / 6	135	53	91%

COUNTRY	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	COUNTRY Average YTD
CSI JLR	0%	0 / 0	0%	0 / 0	98%	6 / 2	0%	0 / 0	100%	1 / 1	0%	0 / 0	0%	0 / 0	0%	1 / 0	0%	0 / 0	0%	0 / 0	0%	0 / 0	0%	0 / 0	7	2	99%

INTERLOMAS	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	INTERLOMAS Average YTD
CSI JLR	0%	0 / 0	0%	0 / 0	0%	0 / 0	0%	0 / 0	0%	0 / 0	0%	0 / 0	0%	0 / 0	0%	0 / 0	0%	0 / 0	0%	0 / 0	78%	8 / 4	100%	5 / 2	13	6	89%

Front Face

Bussines S.A. de C.V.



DICIEMBRE - 2014

SSI - Registros Erróneos Ventas Jaguar & Land Rover

Front Face

Bussines S.A. de C.V.



DICIEMBRE - 2014

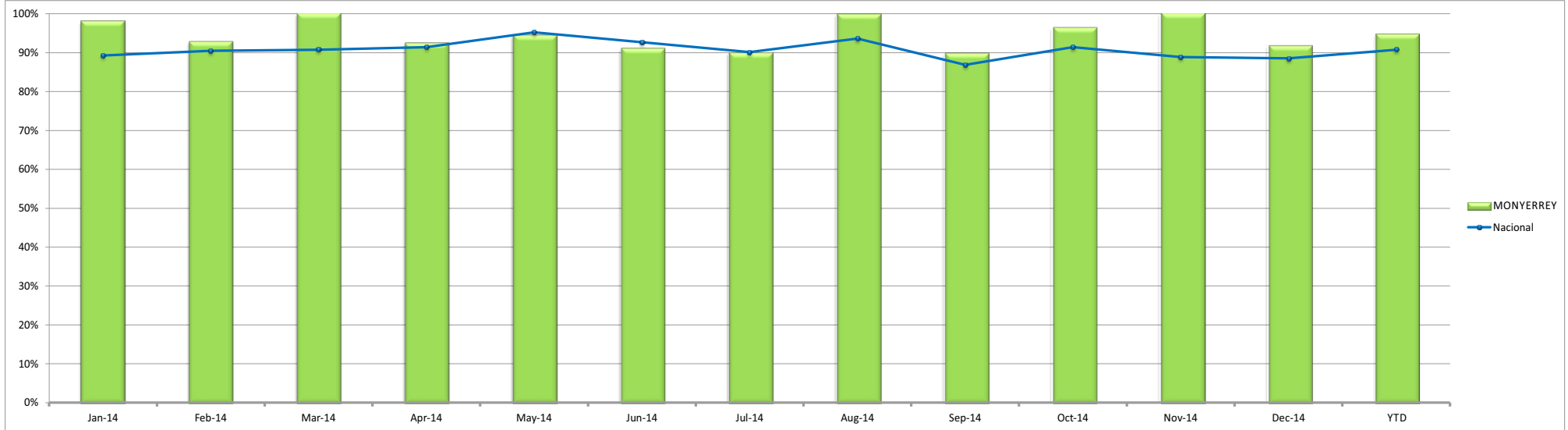
CSI - Registros Erróneos Servicio Jaguar & Land Rover



DICIEMBRE - 2014

SSI – SALES SATISFACTION INDEX JLR MONTERREY

Satisfacción General con Ventas



Promedio 12 meses		
	MONYERREY	Nacional
ene-14	98%	89%
feb-14	93%	90%
mar-14	100%	91%
abr-14	92%	91%
may-14	94%	95%
jun-14	91%	93%
jul-14	90%	90%
ago-14	100%	94%
sep-14	90%	87%
oct-14	96%	91%
nov-14	100%	89%
dic-14	92%	89%
YTD	95%	91%

Front Face

Bussines S.A. de C.V.



DICIEMBRE - 2014

SSI – SALES SATISFACTION INDEX JLR MONTERREY

Diagnóstico de Satisfacción con Venta

	% Ponderación	Distribuidora				Nacional		Medición	
		# Entrevistas Mes	Promedio Mes	# Entrevistas Año	Promedio Año	Promedio Mes	Promedio Año	Peor que el Nacional	Mejor que el Nacional
	100%		92%		95%	89%	91%		
1- Recomendar a (Dealer) a un amigo o conocido?	5%	3	100%	86	97%	88%	92%		
2- Experiencia de compra y entrega de su nuevo Land Rover.	5%	3	100%	86	97%	86%	93%		
4- Satisfacción su JLR (modelo)		3	100%	86	99%	94%	96%		
5- ¿Lo hicieron sentir bienvenido como cliente?	5%	3	100%	86	97%	99%	97%		
6- Ambiente general de las instalaciones.	5%	3	93%	86	96%	95%	95%		
7- Asesor de ventas muestra interés en entender sus necesidades?	5%	3	100%	86	99%	99%	97%		
8- Conocimiento del vendedor sobre las características de los modelos JLR y sus ventajas.	5%	3	97%	86	98%	96%	94%		
9- ¿El tiempo invertido y la respuesta a sus necesidades fue el adecuado?	5%	3	93%	86	97%	97%	96%		
10- ¿Le ofrecieron una prueba de manejo?	10%	3	67%	86	89%	86%	86%		
10a- Experiencia en la prueba de manejo.		3	100%	86	99%	98%	99%		
11- ¿Su asesor de ventas lo estuvo informando durante el proceso de compra y entrega de su vehículo?	5%	3	100%	86	99%	86%	95%		
12- Compra y/o contrato de financiamiento en cuanto a la explicación clara y exacta de la documentación.	5%	3	97%	86	98%	96%	95%		
13- ¿Su asesor de ventas lo atendió en tiempo y forma?	5%	3	100%	86	98%	98%	96%		
14- ¿Cómo evaluaría el cumplimiento de los compromisos hechos por el vendedor con usted?		3	97%	86	97%	90%	91%		
15- ¿Proporciona información acerca de los modelos, accesorios y alternativas de compra/financiamiento?	5%	3	97%	86	81%	91%	80%		
16- ¿Concidera que la agencia realizó un esfuerzo por garantizar su satisfacción al momento de la entrega?	5%	3	100%	86	99%	97%	93%		
17- ¿Se encuentra satisfecho con la limpieza con que se le entregó el vehículo?	5%	3	100%	86	83%	93%	82%		
18- El auto contaba con el tanque de gasolina lleno?	5%	3	100%	86	77%	93%	77%		
19- Mecánicamente, su unidad se encontraba en excelentes condiciones?		3	100%	86	98%	71%	93%		
20- Manual de propietario, requerimientos de mantenimiento, garantía, etc.	5%	3	93%	86	97%	82%	94%		
21- Le brindaron información clara y exacta de las características y funciones de su vehículo?	5%	3	97%	86	99%	89%	96%		
22- ¿Lo ha contactado la agencia después de la entrega verificar si todo fue de su completa satisfacción?	5%	3	67%	86	74%	57%	68%		
23- ¿Se le ofreció una orientación por parte del Departamento de Servicio?	5%	3	67%	86	79%	57%	67%		
24- ¿La entrega de su JLR se hizo en la fecha y hora acordada?		3	100%	86	95%	100%	92%		
25- Recomendar a JLR a un amigo o conocido?		3	100%	86	99%	89%	93%		

Front Face

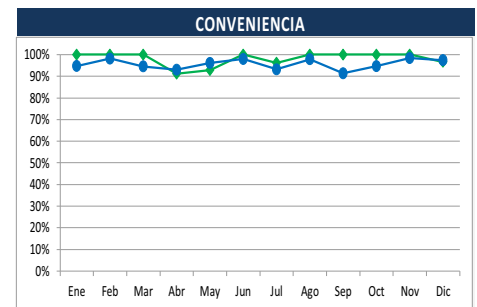
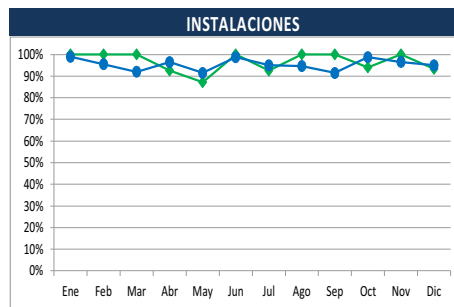
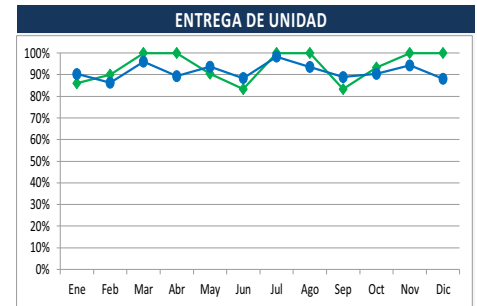
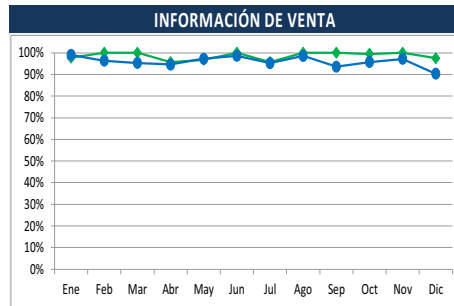
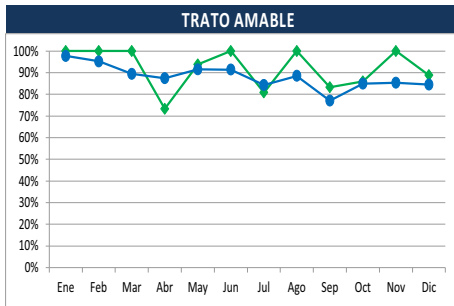
Bussines S.A. de C.V.



DICIEMBRE - 2014

SSI – SALES SATISFACTION INDEX JLR MONTERREY

Cumplimiento de Estándares de Ventas



Fuerzas - Áreas para Mantener

ASESOR MUESTRA INTERÉS POR ENTENDER LAS NECESIDADES DEL CLIENTE.

ATIENDE EN TIEMPO Y FORMA.

TANQUE DE GASOLINA LLENO.

BRINDA INFORMACIÓN CLARA Y EXACTA DE LAS CARACTERÍSTICAS Y FUNCIONES DE SU VEHÍCULO.

Debilidades

OFRECER PRUEBA DE MANEJO.

Oportunidad de Mejora

CONTACTAR DESPUÉS DE LA ENTREGA PARA VERIFICAR QUE TODO HAYA SIDO SATISFACTORIO.

OFRECER ORIENTACIÓN POR PARTE DEL DEPARTAMENTO DE POST VENTA.

Amenazas

Promedio de la medición

	Enero	Febrero	Marzo	Abril	Mayo	Junio	Julio	Agosto	Septiembre	Octubre	Noviembre	Diciembre	Total
Ventas													
Solicitadas	2	8	1	5	11	8	7	6	10	13	7	8	86
Completadas	1	6	1	4	7	4	4	2	2	5	1	3	40
% Completadas	50%	75%	100%	80%	64%	50%	57%	33%	20%	38%	14%	38%	47%

Principales comentarios

NO SE PROPORCIONÓ INFORMACIÓN ACERCA DE MANUAL DE PROPIETARIO, REQUERIMIENTO Y PRECIOS DE MANTENIMIENTO, INFORMACIÓN SOBRE LA GARANTÍA Y SERVICIO DE ASISTENCIA.

LA SECRETARÍA DE LA AGENCIA ES DESCUIDADA CON LOS RECADOS Y MENSAJES QUE SE PROPORCIONAN.

EL SEÑOR MUÑOZ MENCIONA QUE DURANTE LOS PRIMEROS DÍAS EL INTERIOR DE LA CAMIONETA OLÍA A QUEMADO, ADEMÁS NO PROPORCIONARON INFORMACIÓN ACERCA DEL CERRADO DE LOS VIDRIOS TRASEROS.

Front Face
Bussines S.A. de C.V.



SSI & CSI

Diciembre, 2014



MÉRIDA



DICIEMBRE - 2014

National Summary SSI

NATIONAL	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	National Average YTD
SSI JLR	89%	82 / 44	90%	97 / 44	91%	54 / 24	91%	58 / 28	95%	49 / 21	93%	49 / 23	90%	55 / 20	94%	51 / 26	87%	63 / 21	91%	78 / 31	89%	77 / 29	89%	42 / 14	755	325	91%

PEDREGAL	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	PEDREGAL Average YTD
SSI JLR	95%	11 / 6	99%	6 / 4	86%	10 / 6	91%	8 / 6	97%	8 / 4	98%	7 / 4	100%	8 / 3	96%	2 / 2	61%	3 / 2	100%	8 / 2	97%	8 / 3	0%	5 / 0	84	42	93%

MASARYK	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	MASARYK Average YTD
SSI JLR	86%	6 / 4	86%	31 / 7	91%	10 / 3	96%	18 / 8	100%	5 / 2	97%	10 / 3	82%	16 / 7	94%	15 / 9	91%	14 / 3	88%	11 / 3	84%	23 / 13	79%	7 / 4	166	66	90%

GUADALAJARA	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	GUADALAJARA Average YTD
SSI JLR	93%	15 / 9	90%	12 / 5	92%	6 / 2	100%	7 / 1	93%	5 / 2	95%	5 / 2	96%	7 / 3	94%	7 / 4	89%	10 / 2	91%	11 / 6	92%	7 / 2	96%	6 / 2	98	40	93%

LEON	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	LEON Average YTD
SSI JLR	95%	9 / 5	98%	3 / 3	94%	13 / 4	100%	3 / 1	88%	3 / 2	93%	5 / 2	0%	0 / 0	95%	8 / 3	100%	4 / 1	93%	8 / 3	88%	5 / 2	91%	7 / 2	64	26	93%

MONTERREY	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	MONTERREY Average YTD
SSI JLR	98%	2 / 1	93%	8 / 6	100%	1 / 1	92%	5 / 4	94%	11 / 7	91%	8 / 4	90%	7 / 4	100%	6 / 2	90%	10 / 2	96%	13 / 5	100%	7 / 1	92%	8 / 3	86	40	95%

MÉRIDA	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	MÉRIDA Average YTD
SSI JLR	80%	16 / 7	88%	8 / 4	83%	5 / 1	85%	4 / 3	0%	3 / 0	86%	6 / 3	100%	5 / 2	79%	1 / 1	78%	7 / 4	89%	2 / 1	87%	8 / 2	0%	0 / 0	65	28	86%

INTERLOMAS	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	INTERLOMAS Average YTD
SSI JLR	92%	14 / 8	92%	20 / 9	92%	5 / 4	81%	10 / 3	100%	8 / 2	89%	6 / 4	84%	8 / 1	92%	6 / 4	94%	10 / 4	93%	13 / 7	96%	12 / 5	88%	5 / 2	117	53	91%

PUEBLA	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	PUEBLA Average YTD
SSI JLR	83%	9 / 4	88%	7 / 5	97%	2 / 2	94%	3 / 2	90%	2 / 1	100%	2 / 1	0%	2 / 0	0%	3 / 0	98%	5 / 3	100%	4 / 1	89%	5 / 1	100%	2 / 1	46	21	94%

CULIACÁN	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	CULIACÁN Average YTD
SSI JLR	0%	0 / 0	85%	2 / 1	100%	2 / 1	0%	0 / 0	100%	4 / 1	0%	0 / 0	0%	2 / 0	89%	3 / 1	0%	0 / 0	76%	8 / 3	0%	2 / 0	0%	2 / 0	25	7	90%

Front Face

Bussines S.A. de C.V.



DICIEMBRE - 2014

National Summary CSI

NATIONAL	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	National Average YTD
CSI JLR	92%	281 / 124	92%	303 / 99	90%	304 / 103	90%	304 / 103	90%	323 / 129	89%	320 / 176	89%	387 / 158	89%	376 / 154	87%	415 / 167	88%	424 / 176	88%	315 / 130	90%	327 / 118	4079	1637	89%
PEDREGAL	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	PEDREGAL Average YTD
CSI JLR	94%	21 / 11	92%	52 / 17	86%	43 / 14	89%	76 / 26	90%	79 / 33	90%	73 / 48	90%	79 / 32	88%	79 / 32	91%	85 / 34	86%	84 / 36	92%	35 / 19	86%	33 / 13	739	315	90%
CEDROS	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	CEDROS Average YTD
CSI JLR	98%	36 / 16	92%	57 / 19	94%	45 / 14	91%	27 / 9	91%	50 / 19	94%	25 / 14	87%	41 / 17	78%	58 / 23	81%	67 / 27	85%	67 / 28	97%	52 / 21	83%	40 / 15	565	222	89%
MASARYK	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	MASARYK Average YTD
CSI JLR	92%	39 / 14	95%	23 / 8	91%	13 / 4	89%	46 / 15	74%	15 / 6	80%	16 / 8	88%	23 / 10	92%	18 / 8	83%	18 / 6	93%	22 / 9	88%	24 / 10	95%	25 / 11	286	114	89%
GUADALAJARA	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	GUADALAJARA Average YTD
CSI JLR	88%	89 / 39	94%	100 / 30	93%	80 / 26	90%	45 / 15	91%	58 / 22	85%	74 / 31	84%	77 / 30	90%	83 / 34	84%	104 / 42	88%	101 / 46	87%	74 / 29	89%	78 / 29	963	373	89%
LEON	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	LEON Average YTD
CSI JLR	95%	20 / 8	93%	10 / 4	84%	38 / 12	96%	21 / 7	96%	33 / 14	91%	28 / 18	88%	34 / 14	91%	25 / 10	92%	34 / 14	92%	34 / 13	66%	25 / 9	95%	14 / 2	316	125	90%
MONTERREY	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	MONTERREY Average YTD
CSI JLR	93%	37 / 19	89%	27 / 9	91%	49 / 18	94%	30 / 11	90%	35 / 14	90%	68 / 34	91%	75 / 31	92%	53 / 22	90%	46 / 19	92%	65 / 23	87%	30 / 12	94%	60 / 19	575	231	91%
MERIDA	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	MERIDA Average YTD
CSI JLR	91%	34 / 14	84%	23 / 8	74%	16 / 6	85%	26 / 9	81%	25 / 8	88%	22 / 17	85%	25 / 10	93%	26 / 11	88%	25 / 10	76%	23 / 10	91%	39 / 14	89%	41 / 14	325	130	85%
PUEBLA	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	PUEBLA Average YTD
CSI JLR	92%	5 / 3	99%	11 / 4	93%	7 / 3	97%	9 / 3	93%	16 / 7	84%	11 / 5	94%	23 / 10	92%	17 / 7	91%	20 / 8	96%	15 / 8	85%	14 / 6	96%	16 / 7	164	71	93%
CULIACÁN	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	CULIACÁN Average YTD
CSI JLR	0%	0 / 0	0%	0 / 0	98%	13 / 6	84%	24 / 8	94%	11 / 5	100%	3 / 1	95%	10 / 4	91%	16 / 7	88%	16 / 7	83%	13 / 3	88%	14 / 6	87%	15 / 6	135	53	91%
COUNTRY	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	COUNTRY Average YTD
CSI JLR	0%	0 / 0	0%	0 / 0	98%	6 / 2	0%	0 / 0	100%	1 / 1	0%	0 / 0	0%	0 / 0	0%	1 / 0	0%	0 / 0	0%	0 / 0	0%	0 / 0	0%	0 / 0	7	2	99%
INTERLOMAS	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	INTERLOMAS Average YTD
CSI JLR	0%	0 / 0	0%	0 / 0	0%	0 / 0	0%	0 / 0	0%	0 / 0	0%	0 / 0	0%	0 / 0	0%	0 / 0	0%	0 / 0	0%	0 / 0	78%	8 / 4	100%	5 / 2	13	6	89%

Front Face

Bussines S.A. de C.V.



DICIEMBRE - 2014

SSI - Registros Erróneos Ventas Jaguar & Land Rover

Front Face

Bussines S.A. de C.V.



DICIEMBRE - 2014

CSI - Registros Erróneos Servicio Jaguar & Land Rover

Dealer	Datos Incompletos, Color,	Nombre cliente	Vin	Cuenta de Vin
JAGUAR LAND ROVER MÉRIDA	TELÉFONO	FERNAN PAVIA PUGA	SALSH2E44BA286398	1
		ALEJANDRO DAJER	SALSH2E43BA272380	1
		ARTURO FERNANDO CANTO REBORA	SALAG2D47DA679475	1
		JUAN JOSE PEREZ	SALWA2EF1EA304030	1
		PONCIANO MARIN RAMOS	SALDVBR89EA456161	1
Total general				5

Front Face

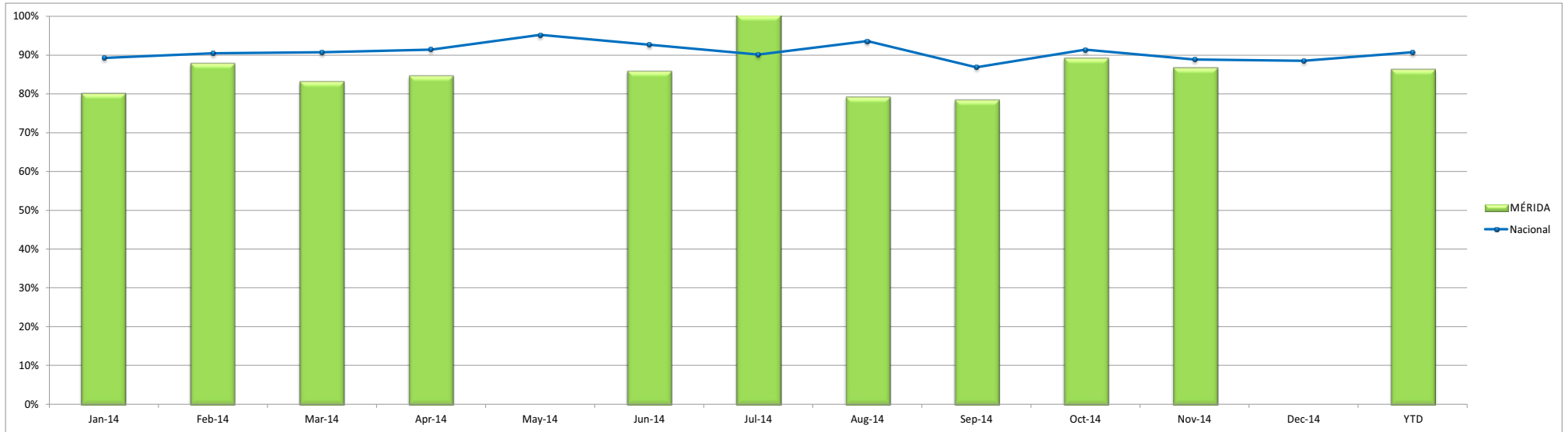
Bussines S.A. de C.V.



DICIEMBRE - 2014

SSI – SALES SATISFACTION INDEX JLR MERIDA

Satisfacción General con Ventas



Promedio 12 meses		
	MÉRIDA	Nacional
ene-14	80%	89%
feb-14	88%	90%
mar-14	83%	91%
abr-14	85%	91%
may-14	0%	95%
jun-14	86%	93%
jul-14	100%	90%
ago-14	79%	94%
sep-14	78%	87%
oct-14	89%	91%
nov-14	87%	89%
dic-14	0%	89%
YTD	86%	91%

Front Face

Bussines S.A. de C.V.



DICIEMBRE - 2014

SSI – SALES SATISFACTION INDEX JLR MERIDA

Diagnóstico de Satisfacción con Venta

	% Ponderación	Distribuidora				Nacional		Medición				
		# Entrevistas Mes	Promedio Mes	# Entrevistas Año	Promedio Año	Promedio Mes	Promedio Año	Peor que el Nacional		Mejor que el Nacional		
	100%		0%		86%	89%	91%	-1	-0.5	0	0.5	1
1- Recomendar a (Dealer) a un amigo o conocido?	5%	0	0%	65	92%	88%	92%					
2- Experiencia de compra y entrega de su nuevo Land Rover.	5%	0	0%	65	90%	86%	93%					
4- Satisfacción su JLR (modelo)		0	0%	65	95%	94%	96%					
5- ¿Lo hicieron sentir bienvenido como cliente?	5%	0	0%	65	94%	99%	97%					
6- Ambiente general de las instalaciones.	5%	0	0%	65	95%	95%	95%					
7- Asesor de ventas muestra interés en entender sus necesidades?	5%	0	0%	65	96%	99%	97%					
8- Conocimiento del vendedor sobre las características de los modelos JLR y sus ventajas.	5%	0	0%	65	93%	96%	94%					
9- ¿El tiempo invertido y la respuesta a sus necesidades fue el adecuado?	5%	0	0%	65	75%	97%	96%					
10- ¿Le ofrecieron una prueba de manejo?	10%	0	0%	65	78%	86%	86%					
10a- Experiencia en la prueba de manejo.		0	0%	65	84%	98%	99%					
11- ¿Su asesor de ventas lo estuvo informando durante el proceso de compra y entrega de su vehículo?	5%	0	0%	65	97%	86%	95%					
12- Compra y/o contrato de financiamiento en cuanto a la explicación clara y exacta de la documentación.	5%	0	0%	65	75%	96%	95%					
13- ¿Su asesor de ventas lo atendió en tiempo y forma?	5%	0	0%	65	96%	98%	96%					
14- ¿Cómo evaluaría el cumplimiento de los compromisos hechos por el vendedor con usted?		0	0%	65	85%	90%	91%					
15- ¿Proporciona información acerca de los modelos, accesorios y alternativas de compra/financiamiento?	5%	0	0%	65	69%	91%	80%					
16- ¿Concidera que la agencia realizó un esfuerzo por garantizar su satisfacción al momento de la entrega?	5%	0	0%	65	86%	97%	93%					
17- ¿Se encuentra satisfecho con la limpieza con que se le entregó el vehículo?	5%	0	0%	65	60%	93%	82%					
18- El auto contaba con el tanque de gasolina lleno?	5%	0	0%	65	64%	93%	77%					
19- Mecánicamente, su unidad se encontraba en excelentes condiciones?		0	0%	65	97%	71%	93%					
20- Manual de propietario, requerimientos de mantenimiento, garantía, etc.	5%	0	0%	65	75%	82%	94%					
21- Le brindaron información clara y exacta de las características y funciones de su vehículo?	5%	0	0%	65	84%	89%	96%					
22- ¿Lo ha contactado la agencia después de la entrega verificar si todo fue de su completa satisfacción?	5%	0	0%	65	52%	57%	68%					
23- ¿Se le ofreció una orientación por parte del Departamento de Servicio?	5%	0	0%	65	76%	57%	67%					
24- ¿La entrega de su JLR se hizo en la fecha y hora acordada?		0	0%	65	59%	100%	92%					
25- Recomendar a JLR a un amigo o conocido?		0	0%	65	64%	89%	93%					

Front Face

Bussines S.A. de C.V.



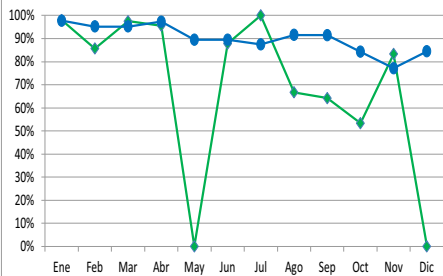
DICIEMBRE - 2014

SSI – SALES SATISFACTION INDEX

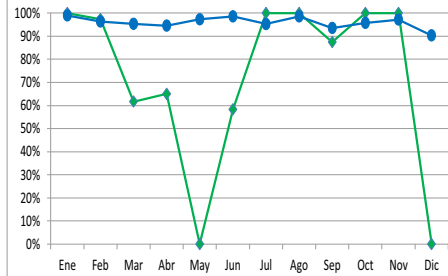
JLR MERIDA

Cumplimiento de Estándares de Ventas

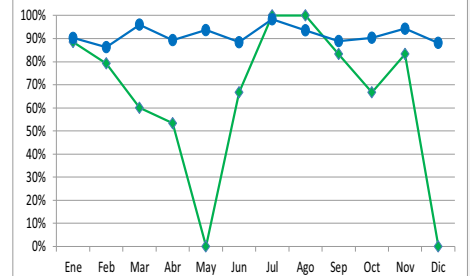
TRATO AMABLE



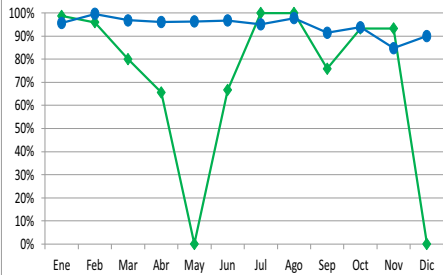
INFORMACIÓN DE VENTA



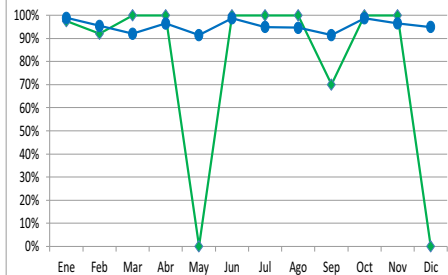
ENTREGA DE UNIDAD



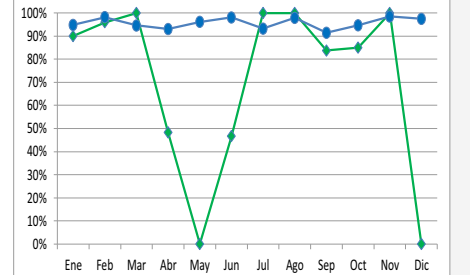
RECOMENDACIÓN



INSTALACIONES



CONVENIENCIA



Fuerzas - Áreas para Mantener

Oportunidad de Mejora

Debilidades

Amenazas

Promedio de la medición

	Enero	Febrero	Marzo	Abril	Mayo	Junio	Julio	Agosto	Septiembre	Octubre	Noviembre	Diciembre	Total
Ventas													
Solicitudes	16	8	5	4	3	6	5	1	7	2	8	0	65
Completadas	7	4	1	3	0	3	2	1	4	1	2	0	28
% Completadas	44%	50%	20%	75%	0%	50%	40%	100%	57%	50%	25%		43%

Principales comentarios



SSI & CSI

Diciembre, 2014



LEÓN



DICIEMBRE - 2014

National Summary SSI

NATIONAL	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	National Average YTD
SSI JLR	89%	82 / 44	90%	97 / 44	91%	54 / 24	91%	58 / 28	95%	49 / 21	93%	49 / 23	90%	55 / 20	94%	51 / 26	87%	63 / 21	91%	78 / 31	89%	77 / 29	89%	42 / 14	755	325	91%

PEDREGAL	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	PEDREGAL Average YTD
SSI JLR	95%	11 / 6	99%	6 / 4	86%	10 / 6	91%	8 / 6	97%	8 / 4	98%	7 / 4	100%	8 / 3	96%	2 / 2	61%	3 / 2	100%	8 / 2	97%	8 / 3	0%	5 / 0	84	42	93%

MASARYK	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	MASARYK Average YTD
SSI JLR	86%	6 / 4	86%	31 / 7	91%	10 / 3	96%	18 / 8	100%	5 / 2	97%	10 / 3	82%	16 / 7	94%	15 / 9	91%	14 / 3	88%	11 / 3	84%	23 / 13	79%	7 / 4	166	66	90%

GUADALAJARA	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	GUADALAJARA Average YTD
SSI JLR	93%	15 / 9	90%	12 / 5	92%	6 / 2	100%	7 / 1	93%	5 / 2	95%	5 / 2	96%	7 / 3	94%	7 / 4	89%	10 / 2	91%	11 / 6	92%	7 / 2	96%	6 / 2	98	40	93%

LEON	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	LEON Average YTD
SSI JLR	95%	9 / 5	98%	3 / 3	94%	13 / 4	100%	3 / 1	88%	3 / 2	93%	5 / 2	0%	0 / 0	95%	8 / 3	100%	4 / 1	93%	8 / 3	88%	5 / 2	91%	7 / 2	64	26	93%

MONTERREY	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	MONTERREY Average YTD
SSI JLR	98%	2 / 1	93%	8 / 6	100%	1 / 1	92%	5 / 4	94%	11 / 7	91%	8 / 4	90%	7 / 4	100%	6 / 2	90%	10 / 2	96%	13 / 5	100%	7 / 1	92%	8 / 3	86	40	95%

MÉRIDA	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	MÉRIDA Average YTD
SSI JLR	80%	16 / 7	88%	8 / 4	83%	5 / 1	85%	4 / 3	0%	3 / 0	86%	6 / 3	100%	5 / 2	79%	1 / 1	78%	7 / 4	89%	2 / 1	87%	8 / 2	0%	0 / 0	65	28	86%

INTERLOMAS	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	INTERLOMAS Average YTD
SSI JLR	92%	14 / 8	92%	20 / 9	92%	5 / 4	81%	10 / 3	100%	8 / 2	89%	6 / 4	84%	8 / 1	92%	6 / 4	94%	10 / 4	93%	13 / 7	96%	12 / 5	88%	5 / 2	117	53	91%

PUEBLA	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	PUEBLA Average YTD
SSI JLR	83%	9 / 4	88%	7 / 5	97%	2 / 2	94%	3 / 2	90%	2 / 1	100%	2 / 1	0%	2 / 0	0%	3 / 0	98%	5 / 3	100%	4 / 1	89%	5 / 1	100%	2 / 1	46	21	94%

CULIACÁN	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	CULIACÁN Average YTD
SSI JLR	0%	0 / 0	85%	2 / 1	100%	2 / 1	0%	0 / 0	100%	4 / 1	0%	0 / 0	0%	2 / 0	89%	3 / 1	0%	0 / 0	76%	8 / 3	0%	2 / 0	0%	2 / 0	25	7	90%

Front Face

Bussines S.A. de C.V.



DICIEMBRE - 2014

National Summary CSI

NATIONAL	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	National Average YTD
CSI JLR	92%	281 / 124	92%	303 / 99	90%	304 / 103	90%	304 / 103	90%	323 / 129	89%	320 / 176	89%	387 / 158	89%	376 / 154	87%	415 / 167	88%	424 / 176	88%	315 / 130	90%	327 / 118	4079	1637	89%
PEDREGAL	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	PEDREGAL Average YTD
CSI JLR	94%	21 / 11	92%	52 / 17	86%	43 / 14	89%	76 / 26	90%	79 / 33	90%	73 / 48	90%	79 / 32	88%	79 / 32	91%	85 / 34	86%	84 / 36	92%	35 / 19	86%	33 / 13	739	315	90%
CEDROS	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	CEDROS Average YTD
CSI JLR	98%	36 / 16	92%	57 / 19	94%	45 / 14	91%	27 / 9	91%	50 / 19	94%	25 / 14	87%	41 / 17	78%	58 / 23	81%	67 / 27	85%	67 / 28	97%	52 / 21	83%	40 / 15	565	222	89%
MASARYK	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	MASARYK Average YTD
CSI JLR	92%	39 / 14	95%	23 / 8	91%	13 / 4	89%	46 / 15	74%	15 / 6	80%	16 / 8	88%	23 / 10	92%	18 / 8	83%	18 / 6	93%	22 / 9	88%	24 / 10	95%	25 / 11	286	114	89%
GUADALAJARA	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	GUADALAJARA Average YTD
CSI JLR	88%	89 / 39	94%	100 / 30	93%	80 / 26	90%	45 / 15	91%	58 / 22	85%	74 / 31	84%	77 / 30	90%	83 / 34	84%	104 / 42	88%	101 / 46	87%	74 / 29	89%	78 / 29	963	373	89%
LEON	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	LEON Average YTD
CSI JLR	95%	20 / 8	93%	10 / 4	84%	38 / 12	96%	21 / 7	96%	33 / 14	91%	28 / 18	88%	34 / 14	91%	25 / 10	92%	34 / 14	92%	34 / 13	66%	25 / 9	95%	14 / 2	316	125	90%
MONTERREY	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	MONTERREY Average YTD
CSI JLR	93%	37 / 19	89%	27 / 9	91%	49 / 18	94%	30 / 11	90%	35 / 14	90%	68 / 34	91%	75 / 31	92%	53 / 22	90%	46 / 19	92%	65 / 23	87%	30 / 12	94%	60 / 19	575	231	91%
MERIDA	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	MERIDA Average YTD
CSI JLR	91%	34 / 14	84%	23 / 8	74%	16 / 6	85%	26 / 9	81%	25 / 8	88%	22 / 17	85%	25 / 10	93%	26 / 11	88%	25 / 10	76%	23 / 10	91%	39 / 14	89%	41 / 14	325	130	85%
PUEBLA	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	PUEBLA Average YTD
CSI JLR	92%	5 / 3	99%	11 / 4	93%	7 / 3	97%	9 / 3	93%	16 / 7	84%	11 / 5	94%	23 / 10	92%	17 / 7	91%	20 / 8	96%	15 / 8	85%	14 / 6	96%	16 / 7	164	71	93%
CULIACÁN	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	CULIACÁN Average YTD
CSI JLR	0%	0 / 0	0%	0 / 0	98%	13 / 6	84%	24 / 8	94%	11 / 5	100%	3 / 1	95%	10 / 4	91%	16 / 7	88%	16 / 7	83%	13 / 3	88%	14 / 6	87%	15 / 6	135	53	91%
COUNTRY	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	COUNTRY Average YTD
CSI JLR	0%	0 / 0	0%	0 / 0	98%	6 / 2	0%	0 / 0	100%	1 / 1	0%	0 / 0	0%	0 / 0	0%	1 / 0	0%	0 / 0	0%	0 / 0	0%	0 / 0	0%	0 / 0	7	2	99%
INTERLOMAS	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	INTERLOMAS Average YTD
CSI JLR	0%	0 / 0	0%	0 / 0	0%	0 / 0	0%	0 / 0	0%	0 / 0	0%	0 / 0	0%	0 / 0	0%	0 / 0	0%	0 / 0	0%	0 / 0	78%	8 / 4	100%	5 / 2	13	6	89%

Front Face

Bussines S.A. de C.V.



DICIEMBRE - 2014

SSI - Registros Erróneos Ventas Jaguar & Land Rover

Front Face

Bussines S.A. de C.V.



DICIEMBRE - 2014

CSI - Registros Erróneos Servicio Jaguar & Land Rover

Dealer	Datos Incompletos, Color,	Nombre cliente	Vin	Cuenta de Vin
JAGUAR LAND ROVER LEÓN	TELÉFONO	T-CARGO SA DE CV	SALVP2BG4DH741162	1
		CENTRO FUNERARIO DEL CENTRO SA DE CV	SALWA2VF4EA347048	1
		RANGEL ALVARADO RICARDO ALBERTO	SALFP24N18H033778	1
Total general				3

Front Face

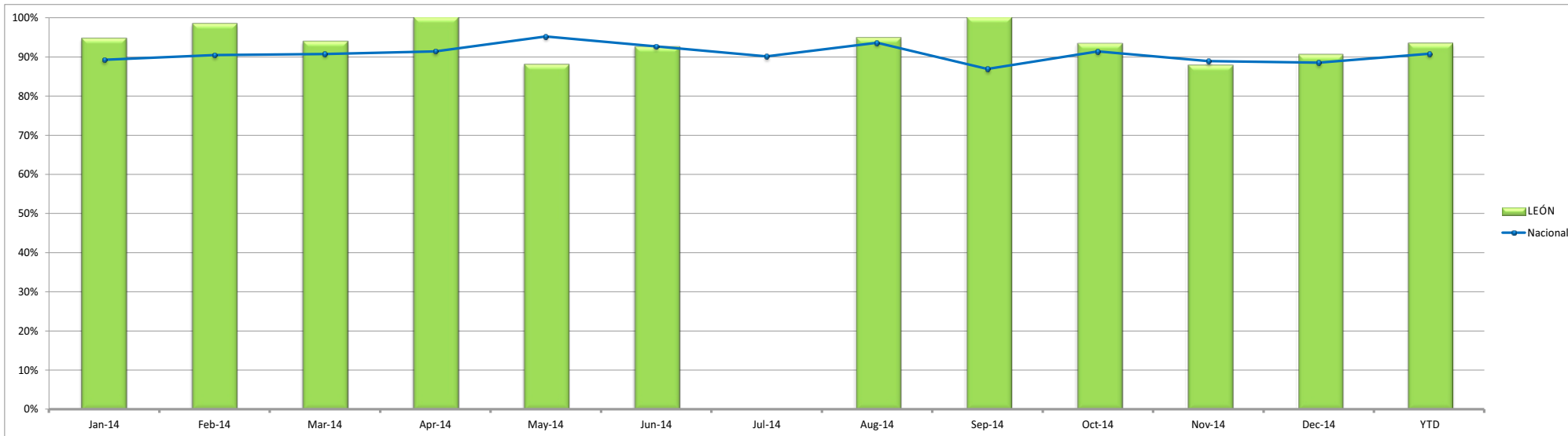
Bussines S.A. de C.V.



DICIEMBRE - 2014

SSI – SALES SATISFACTION INDEX JLR LEON

Satisfacción General con Ventas



Promedio 12 meses		
	LEÓN	Nacional
ene-14	95%	89%
feb-14	98%	90%
mar-14	94%	91%
abr-14	100%	91%
may-14	88%	95%
jun-14	93%	93%
jul-14	0%	90%
ago-14	95%	94%
sep-14	100%	87%
oct-14	93%	91%
nov-14	88%	89%
dic-14	91%	89%
YTD	93%	91%

Front Face

Bussines S.A. de C.V.



DICIEMBRE - 2014

SSI – SALES SATISFACTION INDEX

JLR LEON

Diagnóstico de Satisfacción con Venta

	% Ponderación	Distribuidora				Nacional		Medición				
		# Entrevistas Mes	Promedio Mes	# Entrevistas Año	Promedio Año	Promedio Mes	Promedio Año	Peor que el Nacional		Mejor que el Nacional		
	100%		91%		93%	89%	91%	-1	-0.5	0	0.5	1
1- Recomendar a (Dealer) a un amigo o conocido?	5%	2	90%	64	95%	88%	92%					
2- Experiencia de compra y entrega de su nuevo Land Rover.	5%	2	95%	64	95%	86%	93%					
4- Satisfacción su JLR (modelo)		2	100%	64	94%	94%	96%					
5- ¿Lo hicieron sentir bienvenido como cliente?	5%	2	100%	64	92%	99%	97%					
6- Ambiente general de las instalaciones.	5%	2	80%	64	94%	95%	95%					
7- Asesor de ventas muestra interés en entender sus necesidades?	5%	2	100%	64	99%	99%	97%					
8- Conocimiento del vendedor sobre las características de los modelos JLR y sus ventajas.	5%	2	95%	64	96%	96%	94%					
9- ¿El tiempo invertido y la respuesta a sus necesidades fue el adecuado?	5%	2	100%	64	45%	97%	96%					
10- ¿Le ofrecieron una prueba de manejo?	10%	2	100%	64	100%	86%	86%					
10a- Experiencia en la prueba de manejo.		2	95%	64	98%	98%	99%					
11- ¿Su asesor de ventas lo estuvo informando durante el proceso de compra y entrega de su vehículo?	5%	2	100%	64	98%	86%	95%					
12- Compra y/o contrato de financiamiento en cuanto a la explicación clara y exacta de la documentación.	5%	2	95%	64	45%	96%	95%					
13- ¿Su asesor de ventas lo atendió en tiempo y forma?	5%	2	100%	64	98%	98%	96%					
14- ¿Cómo evaluaría el cumplimiento de los compromisos hechos por el vendedor con usted?		2	95%	64	99%	90%	91%					
15- ¿Proporciona información acerca de los modelos, accesorios y alternativas de compra/financiamiento?	5%	2	100%	64	70%	91%	80%					
16- ¿Concidera que la agencia realizó un esfuerzo por garantizar su satisfacción al momento de la entrega?	5%	2	90%	64	90%	97%	93%					
17- ¿Se encuentra satisfecho con la limpieza con que se le entregó el vehículo?	5%	2	95%	64	70%	93%	82%					
18- El auto contaba con el tanque de gasolina lleno?	5%	2	100%	64	70%	93%	77%					
19- Mecánicamente, su unidad se encontraba en excelentes condiciones?		2	100%	64	98%	71%	93%					
20- Manual de propietario, requerimientos de mantenimiento, garantía, etc.	5%	2	80%	64	41%	82%	94%					
21- Le brindaron información clara y exacta de las características y funciones de su vehículo?	5%	2	90%	64	83%	89%	96%					
22- ¿Lo ha contactado la agencia después de la entrega verificar si todo fue de su completa satisfacción?	5%	2	50%	64	88%	57%	68%					
23- ¿Se le ofreció una orientación por parte del Departamento de Servicio?	5%	2	50%	64	90%	57%	67%					
24- ¿La entrega de su JLR se hizo en la fecha y hora acordada?		2	100%	64	45%	100%	92%					
25- Recomendar a JLR a un amigo o conocido?		2	95%	64	43%	89%	93%					

Front Face

Bussines S.A. de C.V.



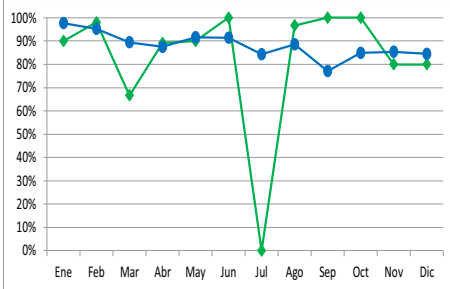
DICIEMBRE - 2014

SSI – SALES SATISFACTION INDEX

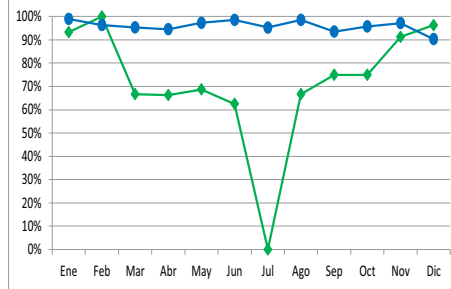
JLR LEON

Cumplimiento de Estándares de Ventas

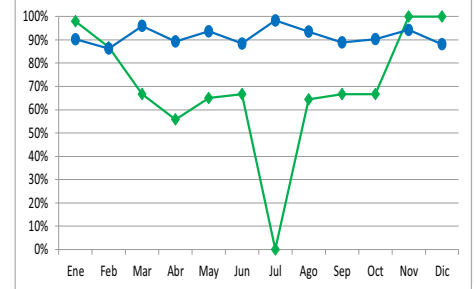
TRATO AMABLE



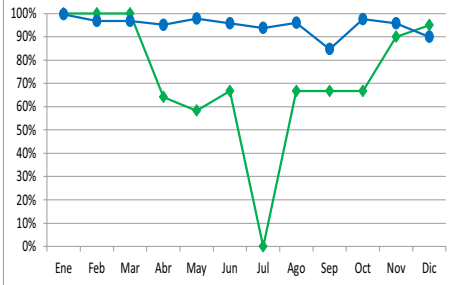
INFORMACIÓN DE VENTA



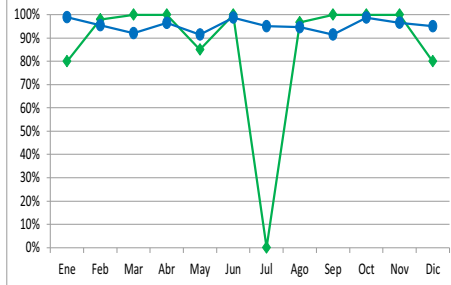
ENTREGA DE UNIDAD



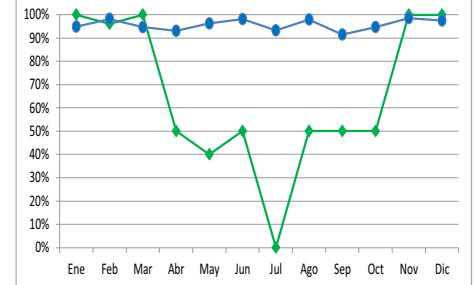
RECOMENDACIÓN



INSTALACIONES



CONVENIENCIA



Fuerzas - Áreas para Mantener

TIEMPO INVERTIDO Y LA RESPUESTA A LAS NECESIDADES DEL CLIENTE ADECUADO.

PRUEBA DE MANEJO.

ATIENDE EN TIEMPO Y FORMA.

BRINDA INFORMACIÓN CLARA Y EXACTA DE LAS CARACTERÍSTICAS Y FUNCIONES DE SU VEHÍCULO.

Oportunidad de Mejora

CONTACTAR DESPUÉS DE LA COMPRA PARA VERIFICAR QUE TODO HAYA SIDO SATISFACTORIO.

OFRECER ORIENTACIÓN POR PARTE DEL DEPARTAMENTO DE SERVICIO.

EXPLICACIÓN DE MANUAL DE PROPIETARIO, REQUERIMIENTO DE MANTENIMIENTO, GARANTÍA, ETC...

AMBIENTE GENERAL DE LAS INSTALACIONES.

Debilidades

Amenazas

Promedio de la medición

	Enero	Febrero	Marzo	Abril	Mayo	Junio	Julio	Agosto	Septiembre	Octubre	Noviembre	Diciembre	Total
Ventas													
Solicitadas	9	3	13	3	3	5	0	4	4	8	5	7	64
Completadas	5	3	4	1	2	2	0	1	1	3	2	2	26
% Completadas	56%	100%	31%	33%	67%	40%	0%	25%	25%	38%	40%	29%	41%

Principales comentarios

Front Face

Bussines S.A. de C.V.



SSI & CSI

Diciembre, 2014



GUADALAJARA



DICIEMBRE - 2014

National Summary SSI

NATIONAL	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	National Average YTD
SSI JLR	89%	82 / 44	90%	97 / 44	91%	54 / 24	91%	58 / 28	95%	49 / 21	93%	49 / 23	90%	55 / 20	94%	51 / 26	87%	63 / 21	91%	78 / 31	89%	77 / 29	89%	42 / 14	755	325	91%

PEDREGAL	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	PEDREGAL Average YTD
SSI JLR	95%	11 / 6	99%	6 / 4	86%	10 / 6	91%	8 / 6	97%	8 / 4	98%	7 / 4	100%	8 / 3	96%	2 / 2	61%	3 / 2	100%	8 / 2	97%	8 / 3	0%	5 / 0	84	42	93%

MASARYK	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	MASARYK Average YTD
SSI JLR	86%	6 / 4	86%	31 / 7	91%	10 / 3	96%	18 / 8	100%	5 / 2	97%	10 / 3	82%	16 / 7	94%	15 / 9	91%	14 / 3	88%	11 / 3	84%	23 / 13	79%	7 / 4	166	66	90%

GUADALAJARA	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	GUADALAJARA Average YTD
SSI JLR	93%	15 / 9	90%	12 / 5	92%	6 / 2	100%	7 / 1	93%	5 / 2	95%	5 / 2	96%	7 / 3	94%	7 / 4	89%	10 / 2	91%	11 / 6	92%	7 / 2	96%	6 / 2	98	40	93%

LEON	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	LEON Average YTD
SSI JLR	95%	9 / 5	98%	3 / 3	94%	13 / 4	100%	3 / 1	88%	3 / 2	93%	5 / 2	0%	0 / 0	95%	8 / 3	100%	4 / 1	93%	8 / 3	88%	5 / 2	91%	7 / 2	64	26	93%

MONTERREY	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	MONTERREY Average YTD
SSI JLR	98%	2 / 1	93%	8 / 6	100%	1 / 1	92%	5 / 4	94%	11 / 7	91%	8 / 4	90%	7 / 4	100%	6 / 2	90%	10 / 2	96%	13 / 5	100%	7 / 1	92%	8 / 3	86	40	95%

MÉRIDA	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	MÉRIDA Average YTD
SSI JLR	80%	16 / 7	88%	8 / 4	83%	5 / 1	85%	4 / 3	0%	3 / 0	86%	6 / 3	100%	5 / 2	79%	1 / 1	78%	7 / 4	89%	2 / 1	87%	8 / 2	0%	0 / 0	65	28	86%

INTERLOMAS	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	INTERLOMAS Average YTD
SSI JLR	92%	14 / 8	92%	20 / 9	92%	5 / 4	81%	10 / 3	100%	8 / 2	89%	6 / 4	84%	8 / 1	92%	6 / 4	94%	10 / 4	93%	13 / 7	96%	12 / 5	88%	5 / 2	117	53	91%

PUEBLA	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	PUEBLA Average YTD
SSI JLR	83%	9 / 4	88%	7 / 5	97%	2 / 2	94%	3 / 2	90%	2 / 1	100%	2 / 1	0%	2 / 0	0%	3 / 0	98%	5 / 3	100%	4 / 1	89%	5 / 1	100%	2 / 1	46	21	94%

CULIACÁN	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	CULIACÁN Average YTD
SSI JLR	0%	0 / 0	85%	2 / 1	100%	2 / 1	0%	0 / 0	100%	4 / 1	0%	0 / 0	0%	2 / 0	89%	3 / 1	0%	0 / 0	76%	8 / 3	0%	2 / 0	0%	2 / 0	25	7	90%

Front Face

Bussines S.A. de C.V.



DICIEMBRE - 2014

National Summary CSI

NATIONAL	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	National Average YTD
CSI JLR	92%	281 / 124	92%	303 / 99	90%	304 / 103	90%	304 / 103	90%	323 / 129	89%	320 / 176	89%	387 / 158	89%	376 / 154	87%	415 / 167	88%	424 / 176	88%	315 / 130	90%	327 / 118	4079	1637	89%

PEDREGAL	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	PEDREGAL Average YTD
CSI JLR	94%	21 / 11	92%	52 / 17	86%	43 / 14	89%	76 / 26	90%	79 / 33	90%	73 / 48	90%	79 / 32	88%	79 / 32	91%	85 / 34	86%	84 / 36	92%	35 / 19	86%	33 / 13	739	315	90%

CEDROS	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	CEDROS Average YTD
CSI JLR	98%	36 / 16	92%	57 / 19	94%	45 / 14	91%	27 / 9	91%	50 / 19	94%	25 / 14	87%	41 / 17	78%	58 / 23	81%	67 / 27	85%	67 / 28	97%	52 / 21	83%	40 / 15	565	222	89%

MASARYK	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	MASARYK Average YTD
CSI JLR	92%	39 / 14	95%	23 / 8	91%	13 / 4	89%	46 / 15	74%	15 / 6	80%	16 / 8	88%	23 / 10	92%	18 / 8	83%	18 / 6	93%	22 / 9	88%	24 / 10	95%	25 / 11	286	114	89%

GUADALAJARA	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	GUADALAJARA Average YTD
CSI JLR	88%	89 / 39	94%	100 / 30	93%	80 / 26	90%	45 / 15	91%	58 / 22	85%	74 / 31	84%	77 / 30	90%	83 / 34	84%	104 / 42	88%	101 / 46	87%	74 / 29	89%	78 / 29	963	373	89%

LEON	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	LEON Average YTD
CSI JLR	95%	20 / 8	93%	10 / 4	84%	38 / 12	96%	21 / 7	96%	33 / 14	91%	28 / 18	88%	34 / 14	91%	25 / 10	92%	34 / 14	92%	34 / 13	66%	25 / 9	95%	14 / 2	316	125	90%

MONTERREY	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	MONTERREY Average YTD
CSI JLR	93%	37 / 19	89%	27 / 9	91%	49 / 18	94%	30 / 11	90%	35 / 14	90%	68 / 34	91%	75 / 31	92%	53 / 22	90%	46 / 19	92%	65 / 23	87%	30 / 12	94%	60 / 19	575	231	91%

MERIDA	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	MERIDA Average YTD
CSI JLR	91%	34 / 14	84%	23 / 8	74%	16 / 6	85%	26 / 9	81%	25 / 8	88%	22 / 17	85%	25 / 10	93%	26 / 11	88%	25 / 10	76%	23 / 10	91%	39 / 14	89%	41 / 14	325	130	85%

PUEBLA	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	PUEBLA Average YTD
CSI JLR	92%	5 / 3	99%	11 / 4	93%	7 / 3	97%	9 / 3	93%	16 / 7	84%	11 / 5	94%	23 / 10	92%	17 / 7	91%	20 / 8	96%	15 / 8	85%	14 / 6	96%	16 / 7	164	71	93%

CULIACÁN	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	CULIACÁN Average YTD
CSI JLR	0%	0 / 0	0%	0 / 0	98%	13 / 6	84%	24 / 8	94%	11 / 5	100%	3 / 1	95%	10 / 4	91%	16 / 7	88%	16 / 7	83%	13 / 3	88%	14 / 6	87%	15 / 6	135	53	91%

COUNTRY	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	COUNTRY Average YTD
CSI JLR	0%	0 / 0	0%	0 / 0	98%	6 / 2	0%	0 / 0	100%	1 / 1	0%	0 / 0	0%	0 / 0	0%	1 / 0	0%	0 / 0	0%	0 / 0	0%	0 / 0	0%	0 / 0	7	2	99%

INTERLOMAS	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	INTERLOMAS Average YTD
CSI JLR	0%	0 / 0	0%	0 / 0	0%	0 / 0	0%	0 / 0	0%	0 / 0	0%	0 / 0	0%	0 / 0	0%	0 / 0	0%	0 / 0	0%	0 / 0	78%	8 / 4	100%	5 / 2	13	6	89%

Front Face

Bussines S.A. de C.V.



DICIEMBRE - 2014

SSI - Registros Erróneos Ventas Jaguar & Land Rover

Front Face

Bussines S.A. de C.V.



DICIEMBRE - 2014

CSI - Registros Erróneos Servicio Jaguar & Land Rover

Dealer	Datos Incompletos, Color,	Nombre cliente	Vin	Cuenta de Vin
JAGUAR LAND ROVER GUADALAJARA	TELÉFONO	ALZATI PIMENTEL ALFREDO	SALVS2BG1DH824238	1
		AUTOS BELLOS S.A. DE C.V.	SALVS2BG9DH741429	1
		DE LA TORRE IBARA LUCIA	SALWA2EF6EA318313	1
		EUROCAVSA SA DE CV	SALVA2BG7H958516	1
		EUROCAVSA SA DE CV	SALVA2BG6FH961312	1
		MARTINEZ MARTINEZ BLASARA GRISELDA	SALAG2DA7DA669643	1
		OCTAVIO MUNGUIA	SALMF13498A277071	1
		POUNCE CONSULTING SA DE CV	SALWA2ED9EA377937	1
Total general				8

Front Face

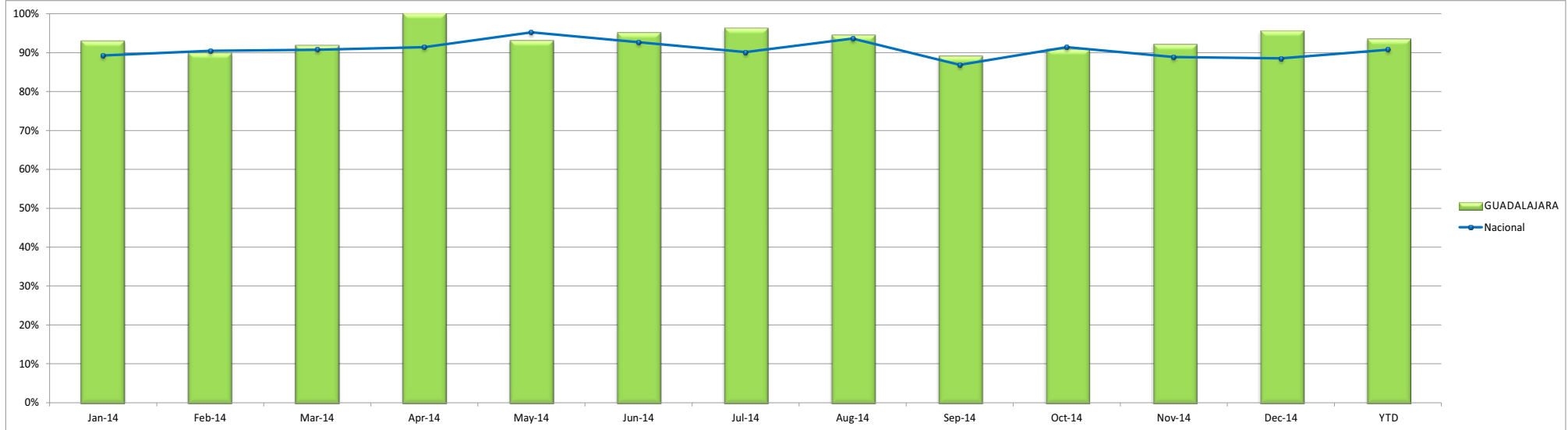
Bussines S.A. de C.V.



DICIEMBRE - 2014

SSI – SALES SATISFACTION INDEX JLR GUADALAJARA

Satisfacción General con Ventas



Promedio 12 meses		
	GUADALAJARA	Nacional
ene-14	93%	89%
feb-14	90%	90%
mar-14	92%	91%
abr-14	100%	91%
may-14	93%	95%
jun-14	95%	93%
jul-14	96%	90%
ago-14	94%	94%
sep-14	89%	87%
oct-14	91%	91%
nov-14	92%	89%
dic-14	96%	89%
YTD	93%	91%

Front Face

Bussines S.A. de C.V.



DICIEMBRE - 2014

SSI – SALES SATISFACTION INDEX JLR GUADALAJARA

Diagnóstico de Satisfacción con Venta

	% Ponderación	Distribuidora				Nacional		Medición				
		# Entrevistas Mes	Promedio Mes	# Entrevistas Año	Promedio Año	Promedio Mes	Promedio Año	Peor que el Nacional			Mejor que el Nacional	
	100%		88%		91%	89%	91%	-1	-0.5	0	0.5	1
1- Recomendar a (Dealer) a un amigo o conocido?	5%	2	100%	117	90%	88%	92%					
2- Experiencia de compra y entrega de su nuevo Land Rover.	5%	2	90%	117	92%	86%	93%					
4- Satisfacción su JLR (modelo)		2	100%	117	93%	94%	96%					
5- ¿Lo hicieron sentir bienvenido como cliente?	5%	2	100%	117	97%	99%	97%					
6- Ambiente general de las instalaciones.	5%	2	100%	117	98%	95%	95%					
7- Asesor de ventas muestra interés en entender sus necesidades?	5%	2	100%	117	94%	99%	97%					
8- Conocimiento del vendedor sobre las características de los modelos JLR y sus ventajas.	5%	2	90%	117	92%	96%	94%					
9- ¿El tiempo invertido y la respuesta a sus necesidades fue el adecuado?	5%	2	95%	117	94%	97%	96%					
10- ¿Le ofrecieron una prueba de manejo?	10%	2	100%	117	91%	86%	86%					
10a- Experiencia en la prueba de manejo.		2	100%	117	100%	98%	99%					
11- ¿Su asesor de ventas lo estuvo informando durante el proceso de compra y entrega de su vehículo?	5%	2	100%	117	94%	86%	95%					
12- Compra y/o contrato de financiamiento en cuanto a la explicación clara y exacta de la documentación.	5%	2	95%	117	95%	96%	95%					
13- ¿Su asesor de ventas lo atendió en tiempo y forma?	5%	2	100%	117	95%	98%	96%					
14- ¿Cómo evaluaría el cumplimiento de los compromisos hechos por el vendedor con usted?		2	90%	117	89%	90%	91%					
15- ¿Proporciona información acerca de los modelos, accesorios y alternativas de compra/financiamiento?	5%	2	55%	117	74%	91%	80%					
16- ¿Concidera que la agencia realizó un esfuerzo por garantizar su satisfacción al momento de la entrega?	5%	2	100%	117	90%	97%	93%					
17- ¿Se encuentra satisfecho con la limpieza con que se le entregó el vehículo?	5%	2	85%	117	80%	93%	82%					
18- El auto contaba con el tanque de gasolina lleno?	5%	2	100%	117	81%	93%	77%					
19- Mecánicamente, su unidad se encontraba en excelentes condiciones?		2	100%	117	91%	71%	93%					
20- Manual de propietario, requerimientos de mantenimiento, garantía, etc.	5%	2	75%	117	92%	82%	94%					
21- Le brindaron información clara y exacta de las características y funciones de su vehículo?	5%	2	80%	117	94%	89%	96%					
22- ¿Lo ha contactado la agencia después de la entrega verificar si todo fue de su completa satisfacción?	5%	2	50%	117	80%	57%	68%					
23- ¿Se le ofreció una orientación por parte del Departamento de Servicio?	5%	2	50%	117	66%	57%	67%					
24- ¿La entrega de su JLR se hizo en la fecha y hora acordada?		2	100%	117	98%	100%	92%					
25- Recomendar a JLR a un amigo o conocido?		2	100%	117	95%	89%	93%					

Front Face

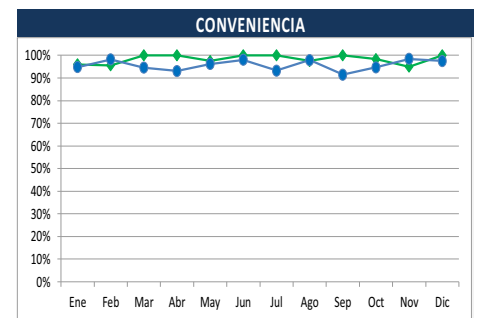
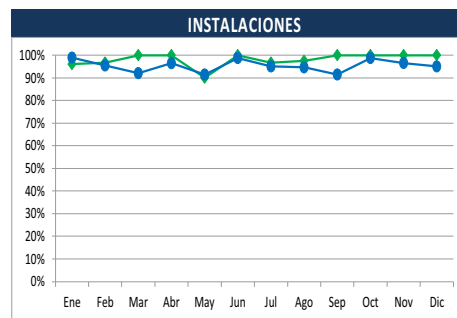
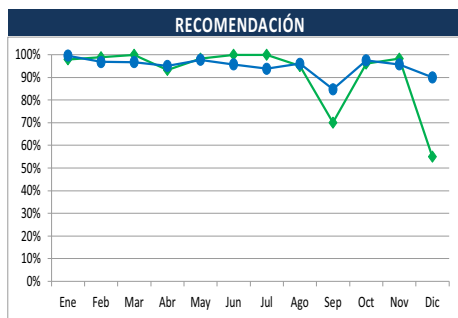
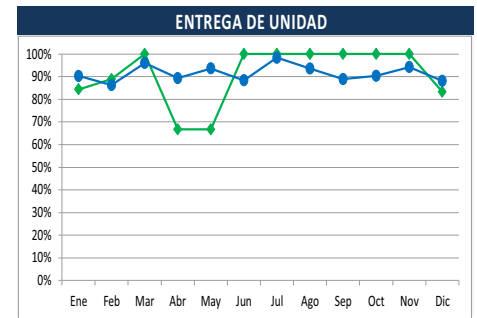
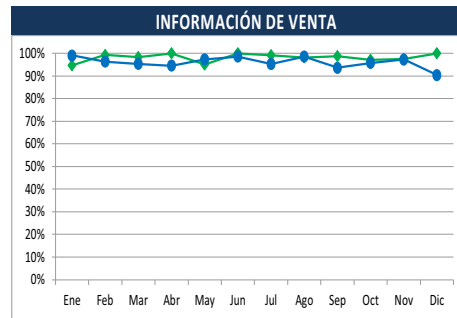
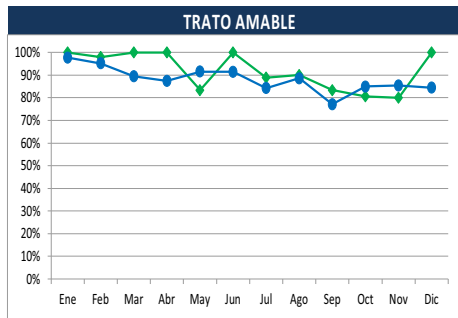
Bussines S.A. de C.V.



DICIEMBRE - 2014

SSI – SALES SATISFACTION INDEX JLR GUADALAJARA

Cumplimiento de Estándares de Ventas



Fuerzas - Áreas para Mantener

OFRECE PRUEBA DE MANEJO.

TANQUE DE GASOLINA LLENO.

LIMPIEZA DEL VEHÍCULO.

ATIENDE TIEMPO Y FORMA.

Debilidades

UNIDAD NO SE ENTREGA EN EXCELENTES CONDICIONES MACÁNICAS.

Oportunidad de Mejora

CUMPLIMIENTO DE LOS COMPROMISOS HECHOS CON EL CLIENTE.

Amenazas

Promedio de la medición

	Enero	Febrero	Marzo	Abril	Mayo	Junio	Julio	Agosto	Septiembre	Octubre	Noviembre	Diciembre	Total
Ventas													
Solicitudes	15	12	6	7	5	5	7	7	10	11	7	6	98
Completadas	9	5	2	1	2	2	3	4	2	6	2	2	40
% Completadas	60%	42%	33%	14%	40%	40%	43%	57%	20%	55%	29%	33%	41%

Principales comentarios

BUENA ATENCIÓN.

VEHÍCULO DEFECTUOSO.

Front Face

Bussines S.A. de C.V.



SSI & CSI

Diciembre, 2014



INTERLOMAS



DICIEMBRE - 2014

National Summary SSI

NATIONAL	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	National Average YTD
SSI JLR	89%	82 / 44	90%	97 / 44	91%	54 / 24	91%	58 / 28	95%	49 / 21	93%	49 / 23	90%	55 / 20	94%	51 / 26	87%	63 / 21	91%	78 / 31	89%	77 / 29	89%	42 / 14	755	325	91%

PEDREGAL	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	PEDREGAL Average YTD
SSI JLR	95%	11 / 6	99%	6 / 4	86%	10 / 6	91%	8 / 6	97%	8 / 4	98%	7 / 4	100%	8 / 3	96%	2 / 2	61%	3 / 2	100%	8 / 2	97%	8 / 3	0%	5 / 0	84	42	93%

MASARYK	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	MASARYK Average YTD
SSI JLR	86%	6 / 4	86%	31 / 7	91%	10 / 3	96%	18 / 8	100%	5 / 2	97%	10 / 3	82%	16 / 7	94%	15 / 9	91%	14 / 3	88%	11 / 3	84%	23 / 13	79%	7 / 4	166	66	90%

GUADALAJARA	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	GUADALAJARA Average YTD
SSI JLR	93%	15 / 9	90%	12 / 5	92%	6 / 2	100%	7 / 1	93%	5 / 2	95%	5 / 2	96%	7 / 3	94%	7 / 4	89%	10 / 2	91%	11 / 6	92%	7 / 2	96%	6 / 2	98	40	93%

LEON	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	LEON Average YTD
SSI JLR	95%	9 / 5	98%	3 / 3	94%	13 / 4	100%	3 / 1	88%	3 / 2	93%	5 / 2	0%	0 / 0	95%	8 / 3	100%	4 / 1	93%	8 / 3	88%	5 / 2	91%	7 / 2	64	26	93%

MONTERREY	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	MONTERREY Average YTD
SSI JLR	98%	2 / 1	93%	8 / 6	100%	1 / 1	92%	5 / 4	94%	11 / 7	91%	8 / 4	90%	7 / 4	100%	6 / 2	90%	10 / 2	96%	13 / 5	100%	7 / 1	92%	8 / 3	86	40	95%

MÉRIDA	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	MÉRIDA Average YTD
SSI JLR	80%	16 / 7	88%	8 / 4	83%	5 / 1	85%	4 / 3	0%	3 / 0	86%	6 / 3	100%	5 / 2	79%	1 / 1	78%	7 / 4	89%	2 / 1	87%	8 / 2	0%	0 / 0	65	28	86%

INTERLOMAS	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	INTERLOMAS Average YTD
SSI JLR	92%	14 / 8	92%	20 / 9	92%	5 / 4	81%	10 / 3	100%	8 / 2	89%	6 / 4	84%	8 / 1	92%	6 / 4	94%	10 / 4	93%	13 / 7	96%	12 / 5	88%	5 / 2	117	53	91%

PUEBLA	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	PUEBLA Average YTD
SSI JLR	83%	9 / 4	88%	7 / 5	97%	2 / 2	94%	3 / 2	90%	2 / 1	100%	2 / 1	0%	2 / 0	0%	3 / 0	98%	5 / 3	100%	4 / 1	89%	5 / 1	100%	2 / 1	46	21	94%

CULIACÁN	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	CULIACÁN Average YTD
SSI JLR	0%	0 / 0	85%	2 / 1	100%	2 / 1	0%	0 / 0	100%	4 / 1	0%	0 / 0	0%	2 / 0	89%	3 / 1	0%	0 / 0	76%	8 / 3	0%	2 / 0	0%	2 / 0	25	7	90%

Front Face

Bussines S.A. de C.V.



DICIEMBRE - 2014

National Summary CSI

NATIONAL	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	National Average YTD
CSI JLR	92%	281 / 124	92%	303 / 99	90%	304 / 103	90%	304 / 103	90%	323 / 129	89%	320 / 176	89%	387 / 158	89%	376 / 154	87%	415 / 167	88%	424 / 176	88%	315 / 130	90%	327 / 118	4079	1637	89%
PEDREGAL	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	PEDREGAL Average YTD
CSI JLR	94%	21 / 11	92%	52 / 17	86%	43 / 14	89%	76 / 26	90%	79 / 33	90%	73 / 48	90%	79 / 32	88%	79 / 32	91%	85 / 34	86%	84 / 36	92%	35 / 19	86%	33 / 13	739	315	90%
CEDROS	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	CEDROS Average YTD
CSI JLR	98%	36 / 16	92%	57 / 19	94%	45 / 14	91%	27 / 9	91%	50 / 19	94%	25 / 14	87%	41 / 17	78%	58 / 23	81%	67 / 27	85%	67 / 28	97%	52 / 21	83%	40 / 15	565	222	89%
MASARYK	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	MASARYK Average YTD
CSI JLR	92%	39 / 14	95%	23 / 8	91%	13 / 4	89%	46 / 15	74%	15 / 6	80%	16 / 8	88%	23 / 10	92%	18 / 8	83%	18 / 6	93%	22 / 9	88%	24 / 10	95%	25 / 11	286	114	89%
GUADALAJARA	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	GUADALAJARA Average YTD
CSI JLR	88%	89 / 39	94%	100 / 30	93%	80 / 26	90%	45 / 15	91%	58 / 22	85%	74 / 31	84%	77 / 30	90%	83 / 34	84%	104 / 42	88%	101 / 46	87%	74 / 29	89%	78 / 29	963	373	89%
LEON	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	LEON Average YTD
CSI JLR	95%	20 / 8	93%	10 / 4	84%	38 / 12	96%	21 / 7	96%	33 / 14	91%	28 / 18	88%	34 / 14	91%	25 / 10	92%	34 / 14	92%	34 / 13	66%	25 / 9	95%	14 / 2	316	125	90%
MONTERREY	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	MONTERREY Average YTD
CSI JLR	93%	37 / 19	89%	27 / 9	91%	49 / 18	94%	30 / 11	90%	35 / 14	90%	68 / 34	91%	75 / 31	92%	53 / 22	90%	46 / 19	92%	65 / 23	87%	30 / 12	94%	60 / 19	575	231	91%
MERIDA	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	MERIDA Average YTD
CSI JLR	91%	34 / 14	84%	23 / 8	74%	16 / 6	85%	26 / 9	81%	25 / 8	88%	22 / 17	85%	25 / 10	93%	26 / 11	88%	25 / 10	76%	23 / 10	91%	39 / 14	89%	41 / 14	325	130	85%
PUEBLA	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	PUEBLA Average YTD
CSI JLR	92%	5 / 3	99%	11 / 4	93%	7 / 3	97%	9 / 3	93%	16 / 7	84%	11 / 5	94%	23 / 10	92%	17 / 7	91%	20 / 8	96%	15 / 8	85%	14 / 6	96%	16 / 7	164	71	93%
CULIACÁN	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	CULIACÁN Average YTD
CSI JLR	0%	0 / 0	0%	0 / 0	98%	13 / 6	84%	24 / 8	94%	11 / 5	100%	3 / 1	95%	10 / 4	91%	16 / 7	88%	16 / 7	83%	13 / 3	88%	14 / 6	87%	15 / 6	135	53	91%
COUNTRY	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	COUNTRY Average YTD
CSI JLR	0%	0 / 0	0%	0 / 0	98%	6 / 2	0%	0 / 0	100%	1 / 1	0%	0 / 0	0%	0 / 0	0%	1 / 0	0%	0 / 0	0%	0 / 0	0%	0 / 0	0%	0 / 0	7	2	99%
INTERLOMAS	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	INTERLOMAS Average YTD
CSI JLR	0%	0 / 0	0%	0 / 0	0%	0 / 0	0%	0 / 0	0%	0 / 0	0%	0 / 0	0%	0 / 0	0%	0 / 0	0%	0 / 0	0%	0 / 0	78%	8 / 4	100%	5 / 2	13	6	89%

Front Face

Bussines S.A. de C.V.



DICIEMBRE - 2014

SSI - Registros Erróneos Ventas Jaguar & Land Rover

Front Face

Bussines S.A. de C.V.



DICIEMBRE - 2014

CSI - Registros Erróneos Servicio Jaguar & Land Rover

Dealer	Datos Incompletos, Color,	Nombre cliente	Vin	Cuenta de Vin
JAGUAR LAND ROVER CEDROS	TELÉFONO	JORGE ENRIQUE TOLEDO	SALAG2D45DA673481	1
		LUIS GONZALEZ	SAJYA05B3CLS24345	1
		JOSE RAUL RAMIREZ	SALFP24N18H054369	1
		SUSANA MAGLIONE	SALVS2BG5DH820340	1
		DIEGO NICOLAS DE INES	SALDVBR85DA441428	1
		JOSE ANTONIO BASTON PATIÑO	SALWA2EF7EA314173	1
		LEONARDO NANKIN	SALAG2D44CA633603	1
		ANTONIO MORALES	SALSH2E4XBA272294	1
		MARCOS REZA	SALAG2V6XEA700143	1
		RUTH GONZALEZ	SALSH2E47DA770424	1
		ROBERTO CALDERON ORTIZ	SALAG2D48BA581892	1
Total general				11

Front Face

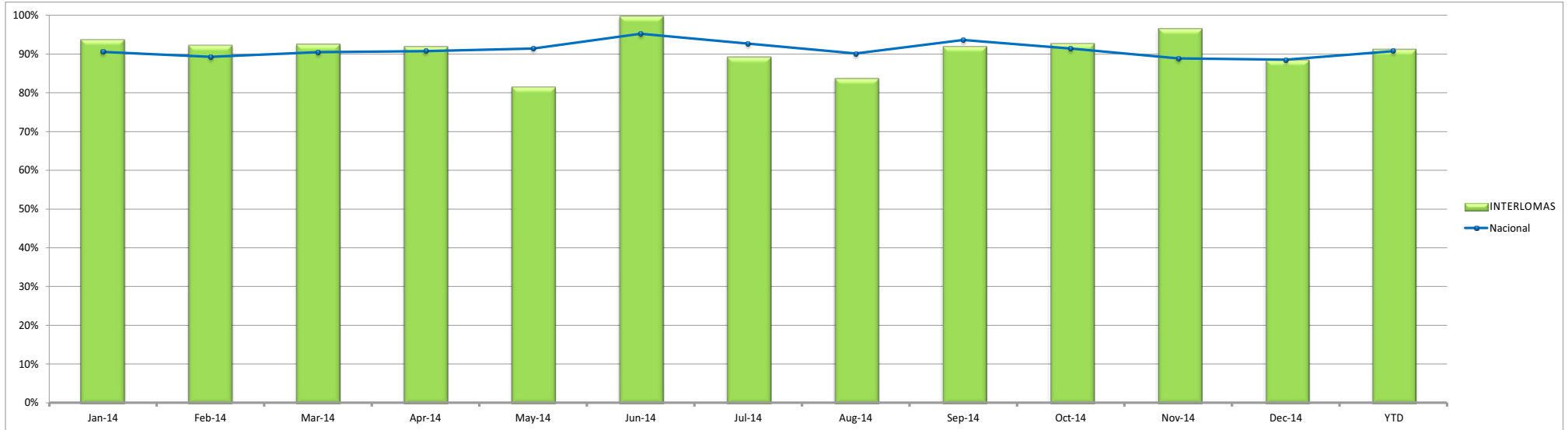
Bussines S.A. de C.V.



DICIEMBRE - 2014

SSI – SALES SATISFACTION INDEX JLR INTERLOMAS

Satisfacción General con Ventas



Promedio 12 meses		
	INTERLOMAS	Nacional
ene-14	94%	91%
feb-14	92%	89%
mar-14	92%	90%
abr-14	92%	91%
may-14	81%	91%
jun-14	100%	95%
jul-14	89%	93%
ago-14	84%	90%
sep-14	92%	94%
oct-14	93%	91%
nov-14	96%	89%
dic-14	88%	89%
YTD	91%	91%

Front Face

Bussines S.A. de C.V.



DICIEMBRE - 2014

SSI – SALES SATISFACTION INDEX JLR INTERLOMAS

Diagnóstico de Satisfacción con Venta

	% Ponderación	Distribuidora				Nacional		Medición	
		# Entrevistas Mes	Promedio Mes	# Entrevistas Año	Promedio Año	Promedio Mes	Promedio Año	Peor que el Nacional	Mejor que el Nacional
	100%		88%		91%	89%	91%	-1	1
1- Recomendar a (Dealer) a un amigo o conocido?	5%	2	100%	117	90%	88%	92%		
2- Experiencia de compra y entrega de su nuevo Land Rover.	5%	2	90%	117	92%	86%	93%		
4- Satisfacción su JLR (modelo)		2	100%	117	93%	94%	96%		
5- ¿Lo hicieron sentir bienvenido como cliente?	5%	2	100%	117	97%	99%	97%		
6- Ambiente general de las instalaciones.	5%	2	100%	117	98%	95%	95%		
7- Asesor de ventas muestra interés en entender sus necesidades?	5%	2	100%	117	94%	99%	97%		
8- Conocimiento del vendedor sobre las características de los modelos JLR y sus ventajas.	5%	2	90%	117	92%	96%	94%		
9- ¿El tiempo invertido y la respuesta a sus necesidades fue el adecuado?	5%	2	95%	117	94%	97%	96%		
10- ¿Le ofrecieron una prueba de manejo?	10%	2	100%	117	91%	86%	86%		
10a- Experiencia en la prueba de manejo.		2	100%	117	100%	98%	99%		
11- ¿Su asesor de ventas lo estuvo informando durante el proceso de compra y entrega de su vehículo?	5%	2	100%	117	94%	86%	95%		
12- Compra y/o contrato de financiamiento en cuanto a la explicación clara y exacta de la documentación.	5%	2	95%	117	95%	96%	95%		
13- ¿Su asesor de ventas lo atendió en tiempo y forma?	5%	2	100%	117	95%	98%	96%		
14- ¿Cómo evaluaría el cumplimiento de los compromisos hechos por el vendedor con usted?		2	90%	117	89%	90%	91%		
15- ¿Proporciona información acerca de los modelos, accesorios y alternativas de compra/financiamiento?	5%	2	55%	117	74%	91%	80%		
16- ¿Concidera que la agencia realizó un esfuerzo por garantizar su satisfacción al momento de la entrega?	5%	2	100%	117	90%	97%	93%		
17- ¿Se encuentra satisfecho con la limpieza con que se le entregó el vehículo?	5%	2	85%	117	80%	93%	82%		
18- El auto contaba con el tanque de gasolina lleno?	5%	2	100%	117	81%	93%	77%		
19- Mecánicamente, su unidad se encontraba en excelentes condiciones?		2	100%	117	91%	71%	93%		
20- Manual de propietario, requerimientos de mantenimiento, garantía, etc.	5%	2	75%	117	92%	82%	94%		
21- Le brindaron información clara y exacta de las características y funciones de su vehículo?	5%	2	80%	117	94%	89%	96%		
22- ¿Lo ha contactado la agencia después de la entrega verificar si todo fue de su completa satisfacción?	5%	2	50%	117	80%	57%	68%		
23- ¿Se le ofreció una orientación por parte del Departamento de Servicio?	5%	2	50%	117	66%	57%	67%		
24- ¿La entrega de su JLR se hizo en la fecha y hora acordada?		2	100%	117	98%	100%	92%		
25- Recomendar a JLR a un amigo o conocido?		2	100%	117	95%	89%	93%		

Front Face

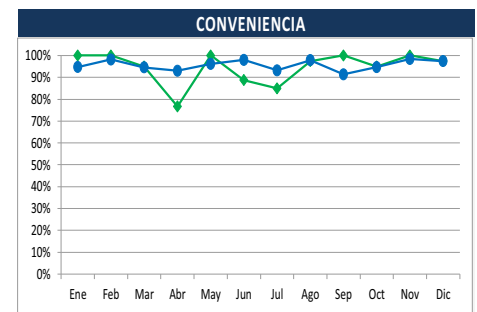
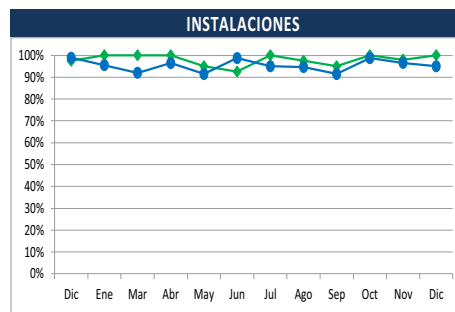
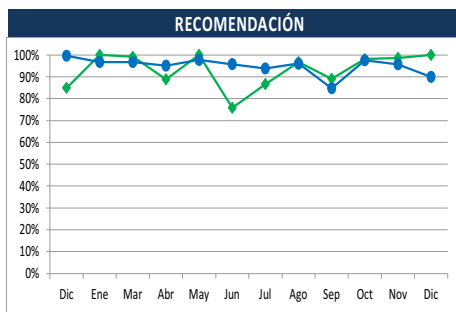
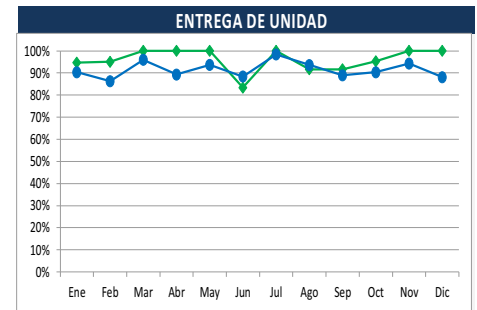
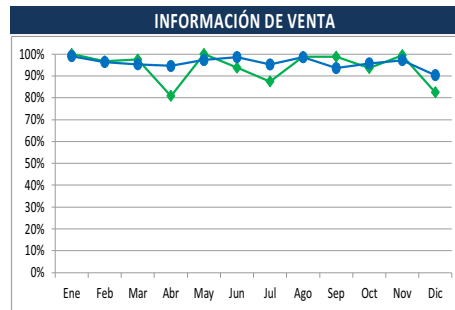
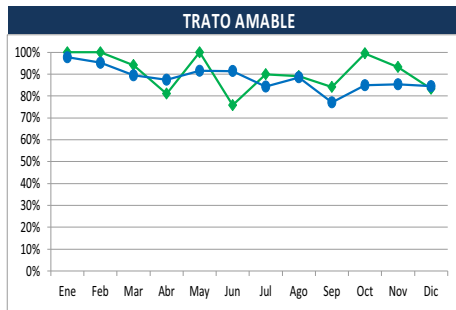
Bussines S.A. de C.V.



DICIEMBRE - 2014

SSI – SALES SATISFACTION INDEX JLR INTERLOMAS

Cumplimiento de Estándares de Ventas



Fuerzas - Áreas para Mantener

MUESTRA INTERÉS POR ENTENDER LAS NECESIDADES DEL CLIENTE.

OFRECE PRUEBA DE MANEJO.

TANQUE DE GASOLINA LLENO.

UNIDAD SE ENTREGA EN EXCELENTES CONDICIONES MECÁNICAS.

Oportunidad de Mejora

PROPORCIONAR INFORMACIÓN ACERCA DE LOS MODELOS, ACCESORIOS Y ALTERNATIVAS DE COMPRA.

LIMPIEZA DEL VEHÍCULO.

CONTACTAR DESPUÉS DE LA ENTREGA PARA VERIFICAR QUE TODO HAYA SIDO SATISFATORIO.

OFRECER ORIENTACIÓN POR PARTE DEL DEPARTAMENTO DE POST VENTA.

Debilidades

Amenazas

Promedio de la medición

	Enero	Febrero	Marzo	Abril	Mayo	Junio	Julio	Agosto	Septiembre	Octubre	Noviembre	Diciembre	Total
Ventas													
Solicitadas	14	20	5	10	8	6	8	6	10	13	12	5	117
Completadas	8	9	4	3	2	4	1	4	4	7	5	2	53
% Completadas	57%	45%	80%	30%	25%	67%	13%	67%	40%	54%	42%	40%	45%

Principales comentarios

NO PROPORCIONARON INFORMACIÓN ACERCA DE LAS FUNCIONES Y CARACTERÍSTICAS DE LA UNIDAD. TAMPOCO EXPLICARON EL MANUAL DE PROPIETARIO, REQUERIMIENTOS Y PRECIOS DE MANTENIMIENTO, INFORMACIÓN DE LA GARANTÍA Y SERVICIO DE ASISTENCIA.



SSI & CSI

Diciembre, 2014



MASARYK



DICIEMBRE - 2014

National Summary SSI

NATIONAL	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	National Average YTD
SSI JLR	89%	82 / 44	90%	97 / 44	91%	54 / 24	91%	58 / 28	95%	49 / 21	93%	49 / 23	90%	55 / 20	94%	51 / 26	87%	63 / 21	91%	78 / 31	89%	77 / 29	89%	42 / 14	755	325	91%

PEDREGAL	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	PEDREGAL Average YTD
SSI JLR	95%	11 / 6	99%	6 / 4	86%	10 / 6	91%	8 / 6	97%	8 / 4	98%	7 / 4	100%	8 / 3	96%	2 / 2	61%	3 / 2	100%	8 / 2	97%	8 / 3	0%	5 / 0	84	42	93%

MASARYK	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	MASARYK Average YTD
SSI JLR	86%	6 / 4	86%	31 / 7	91%	10 / 3	96%	18 / 8	100%	5 / 2	97%	10 / 3	82%	16 / 7	94%	15 / 9	91%	14 / 3	88%	11 / 3	84%	23 / 13	79%	7 / 4	166	66	90%

GUADALAJARA	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	GUADALAJARA Average YTD
SSI JLR	93%	15 / 9	90%	12 / 5	92%	6 / 2	100%	7 / 1	93%	5 / 2	95%	5 / 2	96%	7 / 3	94%	7 / 4	89%	10 / 2	91%	11 / 6	92%	7 / 2	96%	6 / 2	98	40	93%

LEON	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	LEON Average YTD
SSI JLR	95%	9 / 5	98%	3 / 3	94%	13 / 4	100%	3 / 1	88%	3 / 2	93%	5 / 2	0%	0 / 0	95%	8 / 3	100%	4 / 1	93%	8 / 3	88%	5 / 2	91%	7 / 2	64	26	93%

MONTERREY	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	MONTERREY Average YTD
SSI JLR	98%	2 / 1	93%	8 / 6	100%	1 / 1	92%	5 / 4	94%	11 / 7	91%	8 / 4	90%	7 / 4	100%	6 / 2	90%	10 / 2	96%	13 / 5	100%	7 / 1	92%	8 / 3	86	40	95%

MÉRIDA	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	MÉRIDA Average YTD
SSI JLR	80%	16 / 7	88%	8 / 4	83%	5 / 1	85%	4 / 3	0%	3 / 0	86%	6 / 3	100%	5 / 2	79%	1 / 1	78%	7 / 4	89%	2 / 1	87%	8 / 2	0%	0 / 0	65	28	86%

INTERLOMAS	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	INTERLOMAS Average YTD
SSI JLR	92%	14 / 8	92%	20 / 9	92%	5 / 4	81%	10 / 3	100%	8 / 2	89%	6 / 4	84%	8 / 1	92%	6 / 4	94%	10 / 4	93%	13 / 7	96%	12 / 5	88%	5 / 2	117	53	91%

PUEBLA	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	PUEBLA Average YTD
SSI JLR	83%	9 / 4	88%	7 / 5	97%	2 / 2	94%	3 / 2	90%	2 / 1	100%	2 / 1	0%	2 / 0	0%	3 / 0	98%	5 / 3	100%	4 / 1	89%	5 / 1	100%	2 / 1	46	21	94%

CULIACÁN	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	CULIACÁN Average YTD
SSI JLR	0%	0 / 0	85%	2 / 1	100%	2 / 1	0%	0 / 0	100%	4 / 1	0%	0 / 0	0%	2 / 0	89%	3 / 1	0%	0 / 0	76%	8 / 3	0%	2 / 0	0%	2 / 0	25	7	90%

Front Face

Bussines S.A. de C.V.



DICIEMBRE - 2014

National Summary CSI

NATIONAL	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	National Average YTD
CSI JLR	92%	281 / 124	92%	303 / 99	90%	304 / 103	90%	304 / 103	90%	323 / 129	89%	320 / 176	89%	387 / 158	89%	376 / 154	87%	415 / 167	88%	424 / 176	88%	315 / 130	90%	327 / 118	4079	1637	89%
PEDREGAL	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	PEDREGAL Average YTD
CSI JLR	94%	21 / 11	92%	52 / 17	86%	43 / 14	89%	76 / 26	90%	79 / 33	90%	73 / 48	90%	79 / 32	88%	79 / 32	91%	85 / 34	86%	84 / 36	92%	35 / 19	86%	33 / 13	739	315	90%
CEDROS	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	CEDROS Average YTD
CSI JLR	98%	36 / 16	92%	57 / 19	94%	45 / 14	91%	27 / 9	91%	50 / 19	94%	25 / 14	87%	41 / 17	78%	58 / 23	81%	67 / 27	85%	67 / 28	97%	52 / 21	83%	40 / 15	565	222	89%
MASARYK	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	MASARYK Average YTD
CSI JLR	92%	39 / 14	95%	23 / 8	91%	13 / 4	89%	46 / 15	74%	15 / 6	80%	16 / 8	88%	23 / 10	92%	18 / 8	83%	18 / 6	93%	22 / 9	88%	24 / 10	95%	25 / 11	286	114	89%
GUADALAJARA	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	GUADALAJARA Average YTD
CSI JLR	88%	89 / 39	94%	100 / 30	93%	80 / 26	90%	45 / 15	91%	58 / 22	85%	74 / 31	84%	77 / 30	90%	83 / 34	84%	104 / 42	88%	101 / 46	87%	74 / 29	89%	78 / 29	963	373	89%
LEON	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	LEON Average YTD
CSI JLR	95%	20 / 8	93%	10 / 4	84%	38 / 12	96%	21 / 7	96%	33 / 14	91%	28 / 18	88%	34 / 14	91%	25 / 10	92%	34 / 14	92%	34 / 13	66%	25 / 9	95%	14 / 2	316	125	90%
MONTERREY	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	MONTERREY Average YTD
CSI JLR	93%	37 / 19	89%	27 / 9	91%	49 / 18	94%	30 / 11	90%	35 / 14	90%	68 / 34	91%	75 / 31	92%	53 / 22	90%	46 / 19	92%	65 / 23	87%	30 / 12	94%	60 / 19	575	231	91%
MERIDA	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	MERIDA Average YTD
CSI JLR	91%	34 / 14	84%	23 / 8	74%	16 / 6	85%	26 / 9	81%	25 / 8	88%	22 / 17	85%	25 / 10	93%	26 / 11	88%	25 / 10	76%	23 / 10	91%	39 / 14	89%	41 / 14	325	130	85%
PUEBLA	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	PUEBLA Average YTD
CSI JLR	92%	5 / 3	99%	11 / 4	93%	7 / 3	97%	9 / 3	93%	16 / 7	84%	11 / 5	94%	23 / 10	92%	17 / 7	91%	20 / 8	96%	15 / 8	85%	14 / 6	96%	16 / 7	164	71	93%
CULIACÁN	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	CULIACÁN Average YTD
CSI JLR	0%	0 / 0	0%	0 / 0	98%	13 / 6	84%	24 / 8	94%	11 / 5	100%	3 / 1	95%	10 / 4	91%	16 / 7	88%	16 / 7	83%	13 / 3	88%	14 / 6	87%	15 / 6	135	53	91%
COUNTRY	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	COUNTRY Average YTD
CSI JLR	0%	0 / 0	0%	0 / 0	98%	6 / 2	0%	0 / 0	100%	1 / 1	0%	0 / 0	0%	0 / 0	0%	1 / 0	0%	0 / 0	0%	0 / 0	0%	0 / 0	0%	0 / 0	7	2	99%
INTERLOMAS	JAN	Available records / Interviews	FEB	Available records / Interviews	MAR	Available records / Interviews	APR	Available records / Interviews	MAY	Available records / Interviews	JUN	Available records / Interviews	JUL	Available records / Interviews	AUG	Available records / Interviews	SEP	Available records / Interviews	OCT	Available records / Interviews	NOV	Available records / Interviews	DIC	Available records / Interviews	# Records 12 Months	# Interviews 12 Months	INTERLOMAS Average YTD
CSI JLR	0%	0 / 0	0%	0 / 0	0%	0 / 0	0%	0 / 0	0%	0 / 0	0%	0 / 0	0%	0 / 0	0%	0 / 0	0%	0 / 0	0%	0 / 0	78%	8 / 4	100%	5 / 2	13	6	89%

Front Face

Bussines S.A. de C.V.



DICIEMBRE - 2014

SSI - Registros Erróneos Ventas Jaguar & Land Rover

Front Face

Bussines S.A. de C.V.



DICIEMBRE - 2014

CSI - Registros Erróneos Servicio Jaguar & Land Rover

Dealer	Datos Incompletos, Color,	Nombre cliente	Vin	Cuenta de Vin
JAGUAR LAND ROVER MASARYK (VALLE)	TELÉFONO	MIGUEL ANGEL TELLO LODLOW	SALAG2D43CA649811	1
Total general				1

Front Face

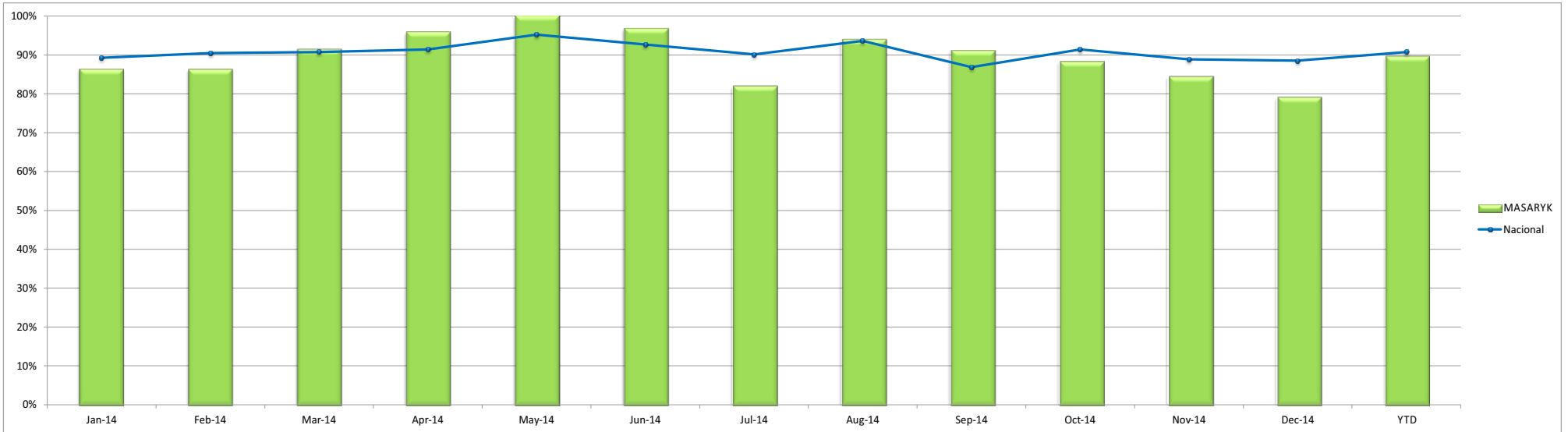
Bussines S.A. de C.V.



DICIEMBRE - 2014

SSI – SALES SATISFACTION INDEX JLR MASARYK

Satisfacción General con Ventas



Promedio 12 meses		
	MASARYK	Nacional
ene-14	86%	89%
feb-14	86%	90%
mar-14	91%	91%
abr-14	96%	91%
may-14	100%	95%
jun-14	97%	93%
jul-14	82%	90%
ago-14	94%	94%
sep-14	91%	87%
oct-14	88%	91%
nov-14	84%	89%
dic-14	79%	89%
YTD	90%	91%

Front Face

Bussines S.A. de C.V.



DICIEMBRE - 2014

SSI – SALES SATISFACTION INDEX JLR MASARYK

Diagnóstico de Satisfacción con Venta

	% Ponderación	Distribuidora				Nacional		Medición				
		# Entrevistas Mes	Promedio Mes	# Entrevistas Año	Promedio Año	Promedio Mes	Promedio Año	Peor que el Nacional		Mejor que el Nacional		
	100%		79%		90%	89%	91%	-1	-0.5	0	0.5	1
1- Recomendar a (Dealer) a un amigo o conocido?	5%	4	85%	166	94%	88%	92%					
2- Experiencia de compra y entrega de su nuevo Land Rover.	5%	4	83%	166	94%	86%	93%					
4- Satisfacción su JLR (modelo)		4	100%	166	97%	94%	96%					
5- ¿Lo hicieron sentir bienvenido como cliente?	5%	4	98%	166	98%	99%	97%					
6- Ambiente general de las instalaciones.	5%	4	98%	166	97%	95%	95%					
7- Asesor de ventas muestra interés en entender sus necesidades?	5%	4	98%	166	97%	99%	97%					
8- Conocimiento del vendedor sobre las características de los modelos JLR y sus ventajas.	5%	4	95%	166	93%	96%	94%					
9- ¿El tiempo invertido y la respuesta a sus necesidades fue el adecuado?	5%	4	98%	166	64%	97%	96%					
10- ¿Le ofrecieron una prueba de manejo?	10%	4	75%	166	88%	86%	86%					
10a- Experiencia en la prueba de manejo.		4	95%	166	98%	98%	99%					
11- ¿Su asesor de ventas lo estuvo informando durante el proceso de compra y entrega de su vehículo?	5%	4	50%	166	93%	86%	95%					
12- Compra y/o contrato de financiamiento en cuanto a la explicación clara y exacta de la documentación.	5%	4	93%	166	63%	96%	95%					
13- ¿Su asesor de ventas lo atendió en tiempo y forma?	5%	4	93%	166	94%	98%	96%					
14- ¿Cómo evaluaría el cumplimiento de los compromisos hechos por el vendedor con usted?		4	98%	166	91%	90%	91%					
15- ¿Proporciona información acerca de los modelos, accesorios y alternativas de compra/financiamiento?	5%	4	95%	166	81%	91%	80%					
16- ¿Concidera que la agencia realizó un esfuerzo por garantizar su satisfacción al momento de la entrega?	5%	4	95%	166	94%	97%	93%					
17- ¿Se encuentra satisfecho con la limpieza con que se le entregó el vehículo?	5%	4	85%	166	78%	93%	82%					
18- El auto contaba con el tanque de gasolina lleno?	5%	4	75%	166	77%	93%	77%					
19- Mecánicamente, su unidad se encontraba en excelentes condiciones?		4	75%	166	93%	71%	93%					
20- Manual de propietario, requerimientos de mantenimiento, garantía, etc.	5%	4	65%	166	61%	82%	94%					
21- Le brindaron información clara y exacta de las características y funciones de su vehículo?	5%	4	78%	166	91%	89%	96%					
22- ¿Lo ha contactado la agencia después de la entrega verificar si todo fue de su completa satisfacción?	5%	4	25%	166	72%	57%	68%					
23- ¿Se le ofreció una orientación por parte del Departamento de Servicio?	5%	4	25%	166	30%	57%	67%					
24- ¿La entrega de su JLR se hizo en la fecha y hora acordada?		4	100%	166	59%	100%	92%					
25- Recomendar a JLR a un amigo o conocido?		4	85%	166	61%	89%	93%					

Front Face

Bussines S.A. de C.V.

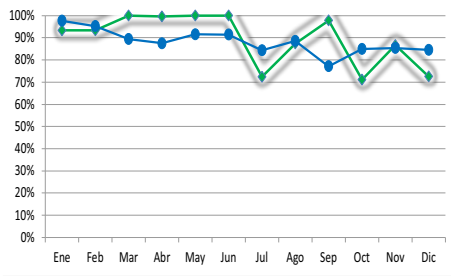


DICIEMBRE - 2014

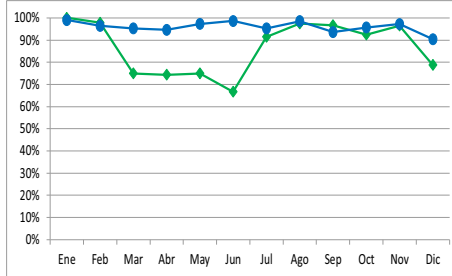
SSI – SALES SATISFACTION INDEX JLR MASARYK

Cumplimiento de Estándares de Ventas

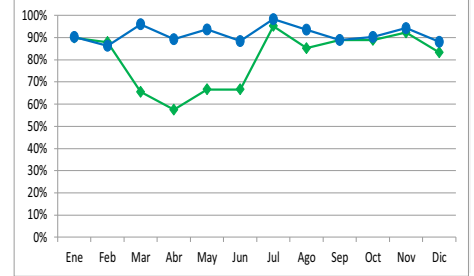
TRATO AMABLE



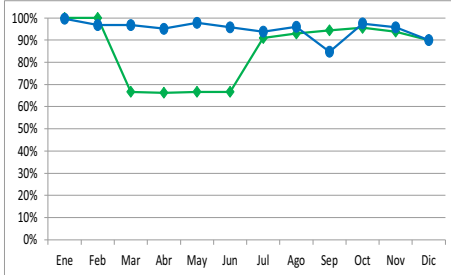
INFORMACIÓN DE VENTA



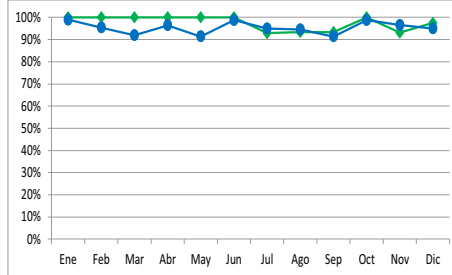
ENTREGA DE UNIDAD



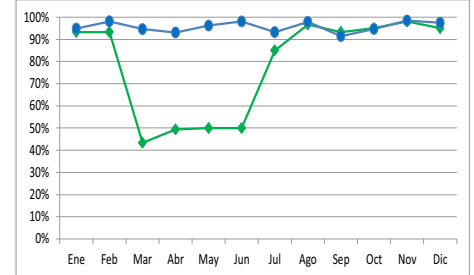
RECOMENDACIÓN



INSTALACIONES



CONVENIENCIA



Fuerzas - Áreas para Mantener

AMBIENTE GENERAL DE LAS INSTALACIONES.

MUESTRA INTERÉS POR ENTENDER LAS NECESIDADES DEL CLIENTE.

ATIENDE EN TIEMPO Y FORMA.

LIMPIEZA DEL VEHÍCULO.

Debilidades

OFRECE PRUEBA DE MANEJO.

UNIDAD NO SE ENTREGA EN EXCELENTES CONDICIONES MECÁNICAS.

TANQUE DE GASOLINA LLENO.

Oportunidad de Mejora

EXPLICACIÓN DE MANUAL DE PROPIETARIO, REQUERIMIENTO DE MANTENIMIENTO, GARANTÍA, ETC...

CONTACTAR DESPUÉS DE LA ENTREGA PARA VERIFICAR QUE TODO HAYA SIDO SATISFACTORIO.

OFRECER ORIENTACIÓN POR PARTE DEL DEPARTAMENTO DE SERVICIO.

INFORMAR DURANTE EL PROCESO DE COMPRA Y ENTREGA DE LA UNIDAD.

Amenazas

Promedio de la medición

	Enero	Febrero	Marzo	Abril	Mayo	Junio	Julio	Agosto	Septiembre	Octubre	Noviembre	Diciembre	Total
Ventas													
Solicitudes	6	31	10	18	5	10	16	15	14	11	23	7	166
Completadas	4	7	3	8	2	3	7	9	3	3	13	4	66
% Completadas	67%	23%	30%	44%	40%	30%	44%	60%	21%	27%	57%	57%	40%

Principales comentarios

RETRASO EN LA ENTREGA DE FACTURA DEBIDO A LA CLAUSURA DE LA AGENCIA DURANTE DOS SEMANAS. ENCUESTA CONTESTADA POR SR. VÁZQUEZ

EL SEÑOR GÓMEZ ADQUIRIÓ DOS UNIDADES PERO UNA SALIÓ CON UN DEFECTO EN UNO DE LOS ASIENTOS Y AÚN NO HAN PODIDO ARREGLARLO.

BUENA ATENCIÓN.



DICIEMBRE - 2014

Your Business... ...Our Passion



Front Face

Bussines S.A. de C.V.